

# **MARKETING OF TOURISM FOR UNBIDDEN PLACES IN HARYANA**

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Doctor of Philosophy  
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**By**

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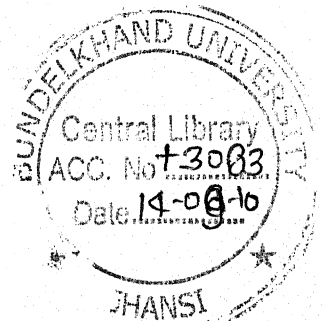
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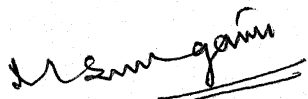
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## **CERTIFICATE-1**

It is here by certify that the thesis entitled "**Marketing of Tourism for unbidden places in Haryana**" submitted to the Bundelkhand University, Jhansi (U.P) India for the award of the degree of DOCTOR OF PHILOSPHY in Faculty of Commerce is a record of bonafide research work carried out by Satyajeet Mann under my guidance and supervision. The work done here has not been submitted for the award of any other degree or diploma.

  
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## DECLARATION

I hereby state that the present work entitled "**Marketing of Tourism for unbidden places in Haryana**" has been carried out by me under the supervision and guidance of Dr M. S. Nigam, Reader and Head Faculty of Commerce, Bundelkhand post graduate college, Bundelkhand University, Jhansi (UP) and to the best of my knowledge a similar work has not been carried out anywhere so far.

Dated: 22-10-05

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*Constant mental support and affection of my wife, son Aryan and my parents who had been a constant source of inspiration during the entire period of my study is duly acknowledged. It is without mention to acknowledge the help and guidance of my sister who helped me at different stages during my study.*

*Satyajeet*  
**(SATYAJEET MANN)**

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## Chapter-1

# Introduction



# 1. INTRODUCTION

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The fast socio-economic and technological advancement of society have resulted in rising standard of living. Increase in income, faster and better means of transportation and more awareness. The man on the other hand is forced to live under tension due to fatigue and polluted atmosphere due to ill managed urbanization and industrialization. All this resulted in the need for leisure, which may be defined as the state of being free from the necessity of work, and recreation is that which one does when at leisure. Recreation gives relaxation peace, sound mind and body. This ultimately results in more efficiency of work and a prosperous society. Tourism is a major means of recreation and it may be defined as "organized tour". It encompasses the activities of the tourists and all those who cater for them. When people leave their place of permanent living and stay for a short time as tourist, it is called tourism and the enterprising catering to the needs of these constitutes the tourism industry. Tourism referred to as an industry on the basis of the income and employment generated for skilled and unskilled manpower. In today's busy and hectic life, every person whether he is flow medium or high standard of living wants a place where he finds himself relaxed. He needs a place that offers him sight seeing, entertainment, quality accommodation and restaurants, nightlife, cultural and sporting events, historic sights, museums and shopping facilities. Tourism may be through as the relationship and phenomena arising out of the journeys and temporary stay of people traveling primary for leisure or recreational purposes. Tourism is taken to include at least one night stay away from the place of permanent residence.

A holiday trip always allows changes, behavior, and attitude. It allows a person with drawl from many of the environment effecting day today

existence. These travel and stay attributes of tourism in turn gives rise to various service demands which may be provided by different sectors of the tourism industry so that in an economic and commercial sense tourism might also be distinguished from other types of leisure activity.

Travel and tourism has become the fastest growing industry. Tourism has become a worldwide phenomenon with its socio-economics benefits accepted world over. Each country is concentrating on its tourism resources as it increases its foreign exchange earning which boosts up country's economy. Tourism has emerged as the largest industry in the world contributing to about 11% of the global GDP and creating about 262 million jobs worldwide. The arrival of tourist in 1950 was 25 million and today the figure of international arrival has reached 630 million. Tourism is also the world's largest export industry. It accounts for about 8% of the total export more than 30% of international trade in services.

## **ORIGIN OF TOURISM**

During the Second World War the first effort to promote tourism in India was made in 1945 when a committee was set up by Indian government under the chairmanship of Shari Johan Sargeant the then educational advisor. Committee submitted its interim report in October 1946. An adhoc tourist traffic committee was established in 1948 to suggest ways and means to promote tourist traffic in India (Bhatia, 1986). In 1965 Government of India set up three separate corporations to viz. Hotel Corporation of India Limited, Indian Tourism Corporation Limited and India Tourism Transport Undertakings Limited. Later in 1966 government set up a public sector namely the ITDC limited in New Delhi under the aegis of Department of Tourism by amalgamating three separate corporations.

## **TOURISM – The basic components**

Tourism does not exist in isolation. It has certain basic components without which it cannot operate. Although tourism consists of various components three of these may, however, be considered to be basic. The three basic components of tourism are Attraction, Accessibility and Accommodation.

### **(A) ATTRACTION**

Attractions and amenities are the most important as these are the basic to tourism. Unless these are there, the tourists will not be motivated to go to a particular place. However, since interests and tastes of tourists vary widely, they might choose from a wide range of attractions available at various destinations all over the world. Tourist demands are also an important factor in the demand for various tourist attractions amenities. The classification of the tourist attractions can be done in following manner:

#### **Classification of Tourist Attraction**

1. Cultural: Sites and areas of archaeological interest. Historical Buildings and Monuments. Museums. Cultural and Education Institutions. Religious Places.
2. Traditional: - National Festivals. Arts and Handicrafts. Music. Folklore. Native life and Customs. Fair and Exhibitions.
3. Scenic: - National Parks and Wild life, Flora and Fauna, Beach Resorts, Hill Resorts etc.
4. Entertainment: - Sports, Amusement and Recreation Parks, Cinema and Theatres, Clubs, Restaurants, Night life etc.
5. Other Attraction: - Climatic, Health Resort etc.

## **(B) ACCESSIBILITY**

Accessibility is a very crucial factor as it is a mean by which a tourist can reach the area where attractions are located. The tourist attractions that are located near to the tourist generating markets and are linked by a network of efficient ways receive the maximum number of tourists. The distance factor also plays an important role in determining a tourist choice of destination. Longer distances cost much in the way of expenses on travel as compared to short distances. An example can be that of India. About two million tourists' arrival for a country of the size of India may look rather unimpressive. However, if one looks at certain factors like the country's distance from the affluent tourist markets of the world such as the United states, Europe, Canada, Japan and Australia responsible for low arrivals. It costs a visitor from these countries quite a substantial amount to visit India for a holiday. Easy accessibility thus is a key factor for the growth and development for tourist movements.

## **(C) ACCOMMODATION**

Accommodation is very basic to any tourist destination. The demand for accommodation away from one's home is by a variety of facilities. The term is loosely used to cover food and lodging. Accommodation may in it self be an important tourist attraction. In fact a large number of tourists visit a particular tourist region or a town simply because there is a first class luxury hotel or a resort which provides excellent services and facilities. A choice of tourist's destination, however, depends on a variety of other factors.

Hospitality is one such factor. A friendly and appreciative attitude on the part of the residents of the host city will make the visitor feel at home and help him enjoy his stay better. A satisfied tourist is an asset and helps promote a destination in a much more effective way than any tourist promotional campaign or publicity. Clear directions at roads, station,

shopping areas, theatres and other places of attraction make a visit of a tourist very comfortable and memorable. Establishment of Information Bureaus is another important step in the direction of welcoming a visitor. Trained and competent to be completed by the tourist's language are also essential. The various formalities to be completed by the tourist at his arrival should be reduced to the minimum.

## **IMPORTANCE OF TOURISM IN NATIONAL ECONOMY**

Over the years, tourism has emerged, although very slowly, as an important element of economy, comparable in returns to the some major merchandise exports. Foreign exchange earnings which accounted to Rs. 32 crores in 1971-72 have been increasing, though as erratically as the tourist flow, and was Rs. 1300 crores in 1984-85, Rs. 1780 crores in 1986-87, Rs. 1890 crores in 1988-89, Rs. 2100 crores in 1988-89 and Rs. 3910 crores in 1991-92 because imports needed for tourism are limited and earnings constitute a relatively large value added components. If it could be tapped efficiently, the potential for tourist earning in India is very high and it can be used for achieving the target of Rs.5000 crores in 1994 as well as a projected growth of 29%. Tourism is the major world industry but the share of India's tourism in terms of world arrivals has been growing at a snail's pace, from 0.23% in 1975 to 0.28% in smaller and essentially less developed countries have made great strides in tourism, India lags behind despite its diversity and attraction richness. Tourism in India is primarily cultural tourism but amenities are as important as attractions for successful tourism and India still lacks in amenities and facilities. The attractions India can offer relate to history, culture, tradition, nature (wildlife, scenery), entertainment, recreation and leisure. International tourism has grown substantially in last three decades but India has not been benefited as much as it should have been from this. Though the number of foreign tourist arrivals has been increasing from 16,829 in 1951 (excluding those from Pakistan and Bangladesh, from where there is a annual stream of nearly 3,60,000 mainly to visit relatives) to 18,60,000 in 1992 (including visitors from Pakistan and Bangladesh),

the annual growth rate has been erratic. But, on an average the rate of growth between 1961 and 1970 was 8.4% and it declined during 1971 to 1980. This essentially was because of a steep rise in the cost of air travel.

### **Tourism in context of national development plan**

Tourist priorities must be considered in India to make tourism a major foreign exchange earner. Development of selected tourist circuits or centers those are popular with tourists. Diversification of tourism from the traditional sight seeing tours to the more rapidly growing holiday tourism. Development of non-traditional pursuits for tourists such as trekking, winter sports, wildlife safaris and beach resorts. Launching of a national image building and marketing plan in key markets by pooling resources of the various public and private agencies instead of independent and disjointed efforts undertaken by the public sector alone.

### **Background of tourism population comes to India**

Tourists come to India from a variety of backgrounds and countries, people from Middle-East countries, pilgrims, relatives and friends from Pakistan and Bangladesh and tourists from Europe and America. The most logical and accessible people for tourism are the Indians themselves. Many are wealthy, cultured, cosmopolitan travelers, who come frequently on attractive, comprehensive recreational tour.

Of less significance to the economy and recreational development of various regions in the country are the groups of pilgrims often from low-income backgrounds. Their interest is primarily as a convenient and pleasant stopover point. These pilgrims seek simple inexpensive short-term accommodations. Tourists from Europe, America, Middle East and the far east should receive considerable attention in the planning of tourist development plans. They have more to spend on recreation and vacation activities and expect more luxurious and sophisticated facilities. Foreign

tourists would like to stay in first class hotels and use expensive planning and promotional effort will be required to attract this kind of visitors. Tourists from middle-east also constitute a potential resource of prosperous tourists. They are typically adventurous and traveled-oriented and are attuned to the Indian style of life.

## **EFFECTS ON GENERAL ECONOMIC DEVELOPMENT**

The money spent by tourists becomes income for the local population in one form or the other and is again re-spent or saved. Thus the money originally spent by tourist may be spent many times, each time giving rise to a certain amount of leakage' either by purchasing imported goods or by, saving until the effects of the original expenditures become negligible. Thus, the more time the money changes hands and the more times it is spent, the greater is its impact on the economy. This multiplies effect of the tourist expenditure varies no doubt, from economy to economy.

The tourist business is a composite of many businesses. Tourists spend money for food; they pay to be catered and to be provided with comforts. They buy many things, and they need a whole range of services. The people in all these various businesses will be the first to pocket the profit and they in turn also re-spend what they get from tourists. The tourists spend money on the items mainly Food, Lodging Auto upkeep, Amusement Laundry, Retail purchases, Professional services (barber, doctor, lawyer etc.) and Utilities (Taxi, bus telephone, power, water, postal etc.)

The most important point to note is that money spent by tourists throughout the country is new money brought into the community from outside. It is a financial shot in the arm that can improve the economic of every business in the area. Moreover, this money is spent in such a way that it must be widely and more or less evenly dispersed. It is not just the Hotel or the Motel owners who cash in. Tourist's money goes to the farmer, the



professional man and the businessman. If we work out the annual consumption of goods like eggs, chickens, milk and cream, vegetables, fruits, flour, bread and butter, ice cream etc. it will come in several crores of rupees. A tourist requires great quantities of products, and many services that will inevitably promote its industrial growth. By developing the kinds of services, industries, and merchandising skills needed to support the tourist business, a community can gradually accumulate capital and managerial talent that in turn make possible further industrial development. This shows that industrial development and tourism development are inter-related, are not competitive and actually assist each other. Communities that attract tourists also attract industry. It will be worthwhile mentioning that top six tourist states in America (New York, Florida, New Jersey, California, Michigan and Texas) do over one-third of the country manufacturing business.

## **EMPLOYMENT OPPORTUNITIES**

Tourism is a service industry and could have a significant effect on the countries with surplus labour. To this service industry, human labour will always be extremely important. Demand for tourism services has been increasing rapidly, and this will influence employment opportunities and consumer goods industries in developing countries.

## **PAST STATE OF TOURISM**

The tourism is a neglected subject in this country in spite of its vast economic potential. Even government of India's survey presented to the parliament every year before the budget did not even mention tourism until it was pointed out and a line has now been added. Few political leaders from all over the world stated that they all have identified Travel and Tourism in a strategic economic and employment priority for the 21st century. As concerned to this statement today travel and tourism provides employment to million people and considered the world's largest earning industry in billions



and also exports industry. It is true that tourism provides employment and billions of earning but there are certain lacking areas in tourism strategy, which provides loss to the tourism department. Travel and tourism has become the fastest growing industry. Tourism has become a worldwide phenomenon with its socio-economics benefits accepted world over. Each country is concentrating on its tourism resources as it increases its foreign exchange earning which boosts up country's economy. Tourism has emerged as the largest industry in the world contributing to about 11% of the global GDP and creating about 262 million jobs worldwide. The arrival of tourist in 1950 was 25 million and today the figure of international arrival has reached 630 million. Tourism is also the world's largest export industry. It accounts for about 8% of the total export more than 30% of international trade in services.

## **PRESENT STATE OF TOURISM**

During 1951 the international tourist traffic of India was about 16,829. The arrivals increased to 2.12 million in 1995 half of which is accounted by the Indians living in United Kingdom and other neighboring countries over a period of about 44 years. Today the tourism in India is considered the third longest export industry after ready-made garments and gems and jewelry (so far as gems and jewelry is concerned, the import content is very high). During 1995 - 96 the foreign exchange earning from tourism were estimated about Rs. 10,000 crores. The industry provided employment to about 7.8 million persons accounting for about 2.4% of the total labour force during 1994 - 95. The multiple effect of the industry in employment generation has been fairly high and so such the total employment including indirect employment is 18.4 million. Additional direct employment for 4.73 million persons would possibly be generated during next five years if international tourist's arrival could be increased to at least 5 million.

## **CULTURAL TOURISM IN INDIA**

Cultural tourism has a special place in India because of its past civilization. Among the various motivating factors governing travel of India "Cultural Tourism" is undoubtedly the most important. For any foreigner, a visit of India must have a profound cultural impact and in its broader sense, tourism in India involves quite a large content of cultural contact. Our historical and archaeological monuments continue to be the biggest draw in attracting international tourists. This fact has been confirmed by a survey undertaken by the Pacific Area Travel Association in 1968 and also by the Tourist Reaction Pattern and Reaction Surveys conducted by the Department of Tourism in 1968-69 and in 1972-73. The latter survey placed "Curiosity: (42%) and "Indian Art and Civilization" (39%) as the major factor influencing travel to India.

Cultural tourism plays a major part in increasing national as well as international goodwill and understanding. Thousands of Archaeological and historical monuments scattered throughout the country provide opportunities to learn about the ancient history and culture. In order to harness the rich potential that the monumental heritage holds for tourism development, the Government of India obtained the services of an expert through the UNESCO in 1968 to advise the Department of Tourism on Organization of "Cultural tourism". A UNESCO expert, Dr. E.R. Allchin, was invited to India in January 1969 to study certain aspects of cultural tourism. Dr. Allchin's work concentrated specially upon the monumental aspects of cultural tourism. The following are some of the findings of the Report.

1. It was discovered that 54 percent of the tourists enjoyed their India's monumental heritage.
2. Wealth and attraction of India's "natural heritage" comes next. About 48.3 percent of the tourists felt that the "beautiful and natural scenery"

contributed largely to their desire to visit India.

3. Fourth in the list according to the survey is the richness and variety of India's traditional arts and crafts. The primary impact of India's art and crafts on cultural tourism is rather through "cultural shopping."

4. Music and dance was the next item in the list of aspects of cultural tourism. According to the survey reports many foreign visitors would be delighted to have the opportunity of witnessing the performances of professional dancers and musicians.

5. Gastronomy is yet another aspect of cultural tourism. A rich variety of regional specialties of fruits and vegetables await the visitor who is strong-minded and persistent enough to overcome the qualms of what we may call the hygiene barrier.

In this report, the UNESCO expert Dr. E.R. Allchin observed, "India is large populous country with a great past and great tradition. It can boast of the some four thousand years of civilized life, and as such it must be raked as one of the great civilizations whose traditions arise directly from its past. For these reasons for any foreigner a visit to India must have a profound cultural impact and in the first broadest sense, all tourism in India involves at least an aspect of cultural tourism.

## **MARKETING**

It is a societal process by which the individual and group obtain what they need and want through creating offering and freely exchanging products and services of value with others. Target market and segmentation, marketers and prospects, product or offering, value and satisfaction, exchange and transactions, marketing channels, supply chain, marketing environment, competition and marketing mix are core concepts of marketing. Marketing segments can be identified by examining the demographic,

psychographics and behavioral differences among customers. The marketing concept rests on four pillars i.e. target market, customer needs, integrated marketing and profitability. Marketing strategic planning is the managerial process of developing and maintaining a viable fit between the organizations objectives, skills and resources and its changing market opportunities. The aim of strategic planning is to shape the company's businesses and products so that they yield target profits and growth. Today the main goal of strategic planning is to help a company select and organize its businesses in a way that will keep the company healthy even when unexpected events adversely affect any of its specific businesses or product lines.

For marketing the four elements are product, price, distribution and promotion that is used in a specific combination to arrive at the marketing strategy but in case of services there are three additional elements i.e. people, physical evidence and process. The marketing of services can be success only if there is a match between the service product from the consumer's viewpoint and the supplier's viewpoint. So, for a successful marketing some points should be considered.

1. The customer benefit concepts
2. The service concept
3. Service forms
4. The service delivery system

The marketing of services requires an extended marketing mix comprising production, pricing, promotion and distribution as well as people, physical evidence and process. The marketer has to lay great stress on the last three elements of the marketing strategy and combine them with the first four to achieve a harmonious blend that fulfills the customers want satisfaction.

Krippendorff (1987) defined tourism marketing as "The systematic and coordinated adoption of the policy of tourist enterprises as well as the tourist policy of states, regional, national and international level to achieve an optimum satisfaction of the needs of certain determined groups of consumers along with reaching appropriated profit. Conventional tourism marketing (product oriented), Modern Tourism marketing (Visitor oriented) and Future tourism marketing (destination oriented) are the three approaches to tourism marketing.

## **HARYANA**

For the present study Haryana state has been selected. It is a small state lying at the crossroad of Hindustan and is among the richest parts of India so far as its heritage is concerned. If one ignores all other facts, the fact that Kurukshetra where, on the eve of, Mahabharata war, Srikrishna, enlightened Arjuna through Bhagavad Gita, is situated in Haryana, is enough to make the state an indispensable item for the visitors coming to India. It had remained the home of Bharat Dynasty in olden times and according to a theory India's original name 'Bharat' has been derived from them. The only one river that flows through Haryana is Ghaggar and it is believed to be the river Drishaduati as has been mentioned in the Vedas. In the 8<sup>th</sup> century the Huns frequently invaded the region. In AD 1014 Mahmud Ghaznavi invaded the region and plundered Thaneswar as well as many other important towns. Muhammad Ghorī did more or less the same thing in AD 1192. Some princely homes ruled this region till 1857, India's First war of independence, also known as Sepoy Mutiny, after the spontaneous rebellion against the English men's East India Company was crushed, the British deprived those pieces of their territories and thus Haryana became the part of Punjab. It was reformed as a separate state in 1996. It is one of the richest and technologically advanced states of India. All the villages have been electrified. Over two third of these are connected by metallic roads, a big achievement for any state of India.

The state of Haryana has a rich cultural heritage. Among pilgrimage centers Kurukshetra occupies a place of pride being the battlefield of epic Mahabharata and its associations with Mahabharata era. It has an extensive area of 48 Kosas (about 100 miles in length and breadth) and covers part of present districts of Panipat, Karnal, Jind, Kaithal, Patiala (Punjab state and Kurukshetra itself). The people consider this entire tract holy and sacred. Kurukshetra is equally popular among Hindus, Sikhs and Muslims as well. Besides this the other centers of pilgrimages mainly include Pehowa, Pharal, Pundri, Amin, Pindara, Bilaspur, Mansa Devi, Gurgaon, Beri and Dhisli. In fact, the whole state is a religious tract as testified by the presence of either a temple or other religious monument in almost every village, town and city. Among the places of historical, archaeological and architectural importance Panipat, Narnaul, Karnal, Hisar, Rohtak, Jhajjar, Meham, Sonapat, Hansi, Jind, Banawali, Agroha, Balu, Kalayat, Bhiwani, Tosham, Kalayangan, Pinjore, Sugh, Sohna, etc. are worth mentioning and worth seeing places. All these places have resources that depict the history and culture of the state. The folk culture of the state is also very rich, folk dances of Haryana have attained international fame whereas the folk music and folk songs even some times work as a medium of solving some critical social problems the fairs and festivals are numerous. However, these may be further classified as religious fairs and festivals, cultural fairs and festivals and commercial fair and festivals. Among cultural fairs and festivals Suraj Kund Crafts Mela is one of its own kinds, which is known and organized every year at Suraj Kund from 1<sup>st</sup> to 15<sup>th</sup> February. Besides, the state department of tourism also organizes some cultural fairs and festivals at different places with a view to bring out the state's rich cultural heritage of state.

The main focus of my research is based on evolving strategies for exploring unbidden places which has so far remained untapped in spite of their vast potential. These tourist places shall have to be explored if we are to

take the state on the track/path of fast development. On the other hand if all the unbidden places are completely explored it would be a source of income generation to the state government as well as provide employment to the unemployed. Proposed study will device some ways and means to the government to improve upon the existing facilities and explore the potential remained hidden so far so that the tourism in the state may be brought up to level of world fame inviting tourists from other countries. These will all add to the overall development of the Haryana State, bringing prosperity to one and all residing in Haryana. In the nutshell through my studies I would like to see Haryana on world map so that the people of other countries may also take interest in these unbidden places of Haryana. In the light of above background the present study has been planned with the following objectives.

1. To explore unbidden areas and possibilities of catering to business tourism such as meetings and conferences.
2. To evaluate customer preferences regarding infrastructure facilities.
3. To identify the objectives and strategies of Haryana tourism and timeshare companies/private hotels
4. To suggest strategies to attract more people, to increase the average period of stay and to attract more foreign tourists to visit tourist places of the state.

## Chapter-2



# Review of Literature



## **2. REVIEW OF LITERATURE**

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Review of literature is one of the important chapters in any research compilation as it describes the related work done on the line and pattern of research area under study. It helps to find the possible gaps in earlier work done by different workers and helps to explore new areas of research in that particular field. In the present study the work reported by different workers in the field of Tourism and its related areas has been compiled in this chapter broadly under following two subheads.

### **3.1 Tourism marketing/promotion strategies**

#### **3.2 Hayana tourism**

### **3.1 TOURISM MARKETING/PROMOTION STRATEGIES**

A study was conducted by Anju et al (1996) on the recent trends in tourism marketing in Punjab state. These workers studied two marketing tools i.e. advertising and publicity to find the weak spots in the tourism promotion. The data was collected from two sources. Primary data was collected from the staff of the state tourism corporation and secondary data from different sources. The results of the study revealed that Brochures, Pamphlets and sign boards were the major tools of promotion. Television does not utilized/used by Tourism Corporation. In effective publicity, unattractive products, uncompetitive high price were the main problems related to marketing strategies. These workers suggested that advertising campaign should combine magazines, radio, television and possibly display hoarding to be more effective. A consumer may read an advertisement in a magazine, see it on television and when he comes out he see it on the wall as a display advertisement. He thus can not miss the message.

Batra (1998) has discussed a number of strategic issues of Tourism Promotion in India where the author has mentioned the role of tourism department and private sector investment in tourism. During the Sixth Plan the expenditure to the tourism was Rs. 229.46 crores that increased to Rs. 336 crores in Seventh Plan but it again reduced to Rs. 272 crores in Eighth Plan. To promote the tourism in country government established the Indian Tourism development Corporation limited (ITDC) in 1996. This is a public sector undertaking under the direct control of Tourism Department. ITDC is the main agency responsible for the progress, development and expansion of tourism infrastructure in the country and provide tourism facilities such as accommodation, travel service, surface transport, duty free shopping, and production consultancy service.

The overall private sector investment in Hotels and Restaurants and Monuments and Amusement parks put together increased from Rs. 197733 lakhs during sixth Plan to Rs. 420039 lakhs during the Seventh Plan (an increase of 112.43%). Another feature of private sector investment in hotels and restaurants accounted for 79.45 % of total investment, transport has 20.48 % and Monuments and Amusement parks only 0.07 % of the total investment in these three sectors.

The author mentioned the following short fall in tourism product marketing.

### **Accommodation Incompetence**

Visitors coming to India, have to book their hotel accommodation several weeks before, failing which they find it impossible to get a room in any one of the better hotels in all the important destinations. Some who come to stay for a week or so spend most of the time hunting for accommodation. The visitor, who has the means or an expense account and is keen on getting maximum experience of India within a few days, may get frustrated due to lack of proper accommodation. The better-off foreign tourists demand

five-star standards and it should be provided but at the same time this does not mean the country must rush headlong into the building of luxury hotels, at the expense of middle and lower level tourists. The criticism voiced by a section of critics carries weight that India need not build more five star hotels with catering and services tailored to Western standards, instead go for 2-3 star hotels and janata hotels with emphasis to offer a taste on Indian food and Indian entertainment.

Of the nearly 455 million people that traveled around the world in 1992, India could lure a mere 1.87 million and of the \$ 271 billion world wide foreign exchange earnings, our share was less than one per cent. The percentage of the annual growth rate in our tourist traffic is well below the world average of per cent and compares even more unfavorably with approximately 25 to 30 per cent growth rate attained by countries such as Sri Lanka and Thailand, yet in terms of tourist attractions these countries have far less to offer than India. Moreover, to what extent the figures for last many years include delegates to the country, of passengers in transit, etc. is not known, and a comparative study involving India and counties of Europe will further dwarf our figures. It becomes evident from the country's performance that all is not well with the tourism infrastructure.

### **Insufficient transport**

We have taken the mystique of the sub-continent for granted for a long time. The harsh reality of the decline of tourist traffic in the current year dismisses the illusions soon enough. The tourists often now never want to return. They also become instruments of adverse publicity and our promotional efforts abroad are diluted. We have sent back more dissatisfied tourists in the previous years due to the congestion, inadequate facilities and rigid customs procedures at our airports, lack of tourist information at the disembarking points, lack of room on the domestic carriers, inadequacy of hotel accommodation at key destinations and inefficient surface transport in

the country. The Government has taken too long a time in preparing plans for the up gradation of some airports such as Jaipur and Amritsar to make them suitable for the purpose of diverging some of the international traffic. This should have certainly relived the congestion at the metropolitan airports and save them from chaos.

### **Economic recession in Europe**

India relies heavily on tourist traffic from Europe and any downswing in the European economy automatically reduced foreign tourist's inflow in country. Although economists are divided in their opinion of the Europe economy, the possibility of recession will always remain a threat.

### **Rising travel costs**

Author mentioned that reasons for slow growth of tourism in India are not obscure. Rising travel and hotel accommodation costs make India a no longer cheap holiday destination for foreign tourists it used to be. Restaurants attached to hotels also have been brought within its purview. Some of these price rises are fairly recent and can not be attributed to the lower growth rate in the years 1990 and 1991.

### **Safety issues**

Tourists are worried about their safety and security and increase in the incidents of robbery and theft in trains and high ways have scared them. Racketeers, beggars, dishonest taxi drivers, shopkeepers who offer substandard merchandise make the both Indian and foreign tourist scared at tourist places/spots.

### **Promotional lag**

The author raised a number of issues that have not been considered or taken into account for promotion of tourism. This includes development of

hill areas for tourism, trekking and winter sports in Himalayas, ropeways, and transportation in hill stations, forest lodges and other facilities in the game sanctuaries, aquatic sports in beach resorts, motor boats and floating restaurants, beautification of the places of archaeological importance.

Ahmed (1998) has discussed the aspects of Tourism –A Managerial Perspective. The author has mentioned following facilities/services as the most important aspect of tourism management.

### **Communication**

Apart from this with a rapid change in technology, communication and transportation should also be accessible, affordable and developed that physical distances no longer constitute mental blocks to travel. Besides, more entry points should be developed. 80 per cent of tourists enter through Delhi and Bombay only. Moreover, these entry points should be made more hospitable, visitor friendly and welcome.

### **Accommodation**

A wide network of clean, hygienic and inexpensive hotels should be set up. It should also provide a feature of accessibility. One attractive way has been to convert heritage properties into hotels. Also paying guest accommodation could be promoted to provide an open book to life style and also economy.

As a result of liberalization, a large number of professional association and bodies are looking at India as a centre for conventions and seminars. Private sector along with government assists once in this by creating more convention centers. It should further integrate such convention centers with hotels and commercial complexes so that such centers become financially self-sustaining.

Erasi (1998) undertook a study on "Opportunities and problems of tourism development in the city of Bangalore. In this study he made an attempt to study the problems faced by tourists, their attitude and their reactions on the existing facilities provided by the tourism industry. For these purpose 100 tourists i.e. 50 from home tourists and 50 foreign tourists were selected at random. The home tourists were from Kerla, Gujrat, Tamilnadu, Delhi, Hyderabad, Calcutta and Rajasthan, while foreign tourists were from Denmark, Canada, America, Germany, Britain, Australia, France, Dubai, Spain and Netherlands. The respondents were contacted at Airports, Hotels, travel agents, Tourist information centers and places of tourist importance. He reported that a tourist visit requires a combination of services that includes components such as attractions, transport, accommodation, refreshments (food and drink) shopping centers, entertainments, and infrastructure like banking, communication, etc. The study revealed that nearly 70% of foreign tourists and 58% of home tourists were above the age of 35 years. Perhaps it is age to undertake tour travel adequately supported by disposable income shows that Air transport has been more popular with foreign tourists (60%) and Rail transport (48%) with home tourists. Accommodation is easily available in Bangalore. Whether it be Star Hotels/ Budget Hotels/ Lodges. 88% of foreign tourists and 69% of home tourists have expressed that the accommodation is available without any difficulty.

The response form tourists for the question on communication problems is diametrically opposite in both Home and Foreign tourists. While 74% of foreign tourists have faced communication problem, 78% of Home tourists were comfortable and did not face the problem. Only 27% of the tourists are fully satisfied with the travel agent services and 52% are somewhat satisfied, and the remaining 21% are totally dissatisfied. Further, it appears that foreign tourists are more dissatisfied compared to home tourists.

Out of the sample tourists only 9% have expressed that they have to commute long distances to reach the shopping centers. 39% of total, i.e. 36% of home tourists and 42% of foreign tourists have expressed that they are able to get what they are looking for which implies that the shopping facilities are adequate and another 48% of home tourists and 16% of foreign tourists have said that the shopping centers are conveniently located.

The results of study further divulge that 34 % of the foreign tourists have preferred to stay in star hotels and 48 % budget hotels compared to home tourists who have preferred the houses of friends and relatives (42%) and lodges (24%) for their stay. On the availability of foods 62 % of the respondents/tourists have opined that the choice of the food is widely available at all places, even though 38 % of them have said it is in-expensive and 24 % said it is expensive. Another 24 % respondents expressed that choice of food is available at selected places. Regarding the law and order situation 60 % of home tourist and 52.5 of foreign tourists were happy. However they were of the opinion that some measures of security and safety be ensured both for home and foreign tourists.

Based on the results of study Erasi (1998) suggested following recommendations on different facilities provided by tourism industry.

### **Public Transport**

There is an immediate need to improve public transport system. More number of buses must be operated and a strict control be imposed on Auto-rickshaws and private cabs. Adequate measures be taken up to punish the culprits.

### **Tourists Information Booths**

The Department of Tourism must open good number of information booths at Bus terminus, shopping complexes, and busy commercial

complexes. Right people with right attitude be employed in order to deal with tourists. The tourists office should be kept open all the 24 hours.

### **Trained Guides**

Training guides must be appointed by the tourist department. The guides must be in a position to explain the historical importance of the places in the respective foreign languages. We all agree that things are better understood and derive satisfaction when they are explained in our own language.

### **Privatization and Maintenance of Tourists spots**

As the winds of privatization are already blowing through the different sectors of the economy, it may be tried out in tourism also. Foreign tourists are unhappy about the maintenance of tourist spots. Therefore, there is need to privatize

### **Hygiene and Sanitation**

Adequate steps be taken to provide hygiene and sanitation facilities at places of public interest like cinema hall, museums, parks, railway station, airport, bus terminus and so on. Unless the conditions are improved we are afraid that we may loose business on this count.

### **Display of Information**

For the convenience of tourist's information about accommodation in hotels, lodges, clubs, resort hotels be displayed at railway station, air ports, bus station along with the tariff. This will help the tourists to choose accommodation of their choice.

### **License for Travel Agents**

In order to prevent tourists being cheated by unscrupulous people



license system may be introduced. The license should be issued by a competent authority preferably by tourism department, while issuing such license the necessary qualification, experience, attitudes, concern for the tourists and so on should be looked into. Preference shall be given for those who hold a degree diploma in tourism management/administration.

### **Better Infrastructure and Communication Facilities**

There is an urgent need for improving communication facilities. Besides, separate counters are opened in banks exclusively for tourists. More number of branches needs to be established at important tourists' centers to cater to the needs of tourists.

Batra et al (1998) conducted a study on the Perception of customers towards tourism services-a study of Punjab Tourism development Corporation. The main objective of the study was to examine the socio economic background of the visitors, analysis of the various services provided by the tourism industry in the state (accommodation, food and beverages, bar-room services, entertainment and shopping), to analyze the quality of service as perceived by customers/visitors and to give suggestions on the basis of study result. To collect the information a questionnaire was prepared and information was collected on the socio economic profile, purpose of visit, facilities and services, their views regarding the quality of tourist services used by them and their suggestions. For the study 200 respondents were selected from 7 complexes of Punjab Tourism Development Corporation. From the study following results were recorded.

Data revealed that most of the customers coming to complexes belong to the age group of 20-40 year. the occupation wise distribution of the respondents reveal that maximum number of customers, i.e. 34 percent come from service class followed by 26 percent from business class closely followed by the other comprises of the students, agriculturists, housewives

etc. About 10.50 percent were matriculate and 33.50 percent graduate, while post graduate and professional were 24 percent and 31.5 percent respectively. Results further indicated that 32.50 percent of respondents were from high income group, i.e. above Rs.6000 and 20 percent from income group up to Rs. 2000, 22.50 percent from the group having income between Rs. 2000 –4000. Data on purpose of visit exhibited that incoming customers visit the complexes for different purpose to seek pleasure, business, and official work and for academic and other purposes. The largest number of customers (55%) visited the complexes for pleasure. The next category of 30.50 percent visited for business/ meeting/ official, 7.50 percent came for social function and 1.0 percent each traveled for educational and pilgrimage/religious function. The largest numbers of people (97.50%) were aware of food and beverages service followed by accommodation (89.50%), Bar 86.50% and room service (86.1%). Least numbers of respondents were aware about shopping arcade, S.T.D., indoor/outdoor facilities; transport facilities and swimming pool etc. and some of these facilities are not available in all complexes.

Results on magnitude and the extent of services availed by the tourists indicated that 95.33% respondents availed accommodation, Food & beverage (99.49%), Bar Services (79.77%), Room services (93.60%), Entertainment (93.75%) and Parking Facility by (95.65%), respectively. Data further showed that on an average 90% of the tourists availed all the services. Car rental, indoor/outdoor game and shopping Arcade services were not availed by any single respondent.

Results on rating by the respondents to accommodation provided by the government run-tourist complexes in the state showed that only 2.34 percent were highly satisfied, 20.47 percent termed to be satisfactory and 15 percent viewed as neither satisfactory nor dissatisfactory, while 45.61 percent found dissatisfactory and 14.62 percent most dissatisfactory.

Data on the quality of food and beverage services revealed that 4.12 percent of respondents termed this service as most satisfactory, 23.71 percent found it satisfactory while majority of respondents (41%) put it in the category of dissatisfactory and neither satisfied nor dissatisfied responses were given by 28.35 percent of respondents. During the survey, it was also noticed that 63.86% of the respondents opined that this service was not satisfactory mainly because of lack prompt service. They made the complaint that when orders are placed for food and other eatables, sometimes it takes more than half an hour to comply with the order. Other reasons of dissatisfactory services are lack of fresh food, non-supply of napkins or handkerchiefs and something high charges for eatables.

Results on bar services exhibited that in all, 138 customers responded to this question, only 6.52 percent of respondents rated it most satisfactory, 22.46 percent of respondents view it as satisfactory. However, 49.3 percent remained largely dissatisfied with the bar services of the corporation and remaining 4.35 percent did not reply to this query. The dissatisfaction is mainly because of poor seating arrangement and non-availability of quality furniture. The sitting arrangement needs to be improved while the services should be prompt.

Viewpoint of the tourists on the room services available at the tourists' complexes showed that hotel business is largely dependent on the maintenance and quality of the service rendered to consumers in the room. Results showed that only 1.86 percent of respondents were most satisfied, while 24.84 percent termed to be satisfactory. On the other hand 48.45 percent respondents have rated it dissatisfactory to most dissatisfactory. However, 78 respondents found it entirely dissatisfactory and various reasons stated by them included lack of room attendants and high charges for room services.

Suggestion offered by respondents for further improvement in various

facilities and activities be undertaken for tourism promotion in the state (Batra et al, 1998).

1. 42.72 percent of respondents were not satisfied due to poor condition of wall papers and carpets in room. To make these complexes more appealing to the tourists, maintenance of accommodation should be standardized.
2. Respondents have reported lack of neatliness and cleanliness in the complexes. The housekeeping wing of the tourists bungalows are not working properly and ought to be strengthened effectively. The staff must be properly trained.
3. The variety of drinks has also been found an area of dissatisfaction. Customers want variety of drinks so that they may choose their preferred brand; however they have found that the desired brands are not available.
4. The sitting arrangement and quality of furniture to be improved in bars at some complexes.
5. It was also suggested that a separate post of room service attendants should be created without causing any delay.
6. The corporation should provide audio-visual facilities whenever it is not available, it should also provide Dish-antenna facility in all complexes. It should organize cultural shows for rural masses and special programme for the tourists. It should also tie-up with eminent folk cultural artists.
7. Non-existence of swimming pool, children game, S.T.D. facility indoor and outdoor recreational facilities has been found to be a major area of dissatisfaction. The customer /tourist in general have expressed a

high degree of preference for these facilities to be present in accommodation.

8. Cheap shopping centre should be provided for the convenience of the tourists.
9. The waiters working in the complexes should be adequately trained so that they must be able to provide prompt and positive service to the tourists.
10. During our research we also found that the assistant manager is overburdened with many other works in the PTDC complexes which adversely affects his efficiency. This is a bad practice and must be dispensed with immediately.
11. Many customers feel that there is no proper guidance even from the complex /hotel authorities who are supposed to guide the visitors. The hoteliers should be aware of all the important tourist centers in Punjab. At each complex there should be map of important tourist places of Punjab.
12. The travel agencies should be active both at international and national level and they must be well-equipped by the State Tourism authorities with all kinds of tourism literature of Punjab.
13. Greater awareness about Punjab as a tourist destination has to be created through imaginative promotional efforts. The publicity budget of the corporation/department of tourism should be increased.

Pathania and Thakur (1998) made segmentation analysis of tourism market: a study of Himchal Pradesh. The objective of study was to find out segments of tourist market in Himachal Pradesh, to study the existing available facilities (hotel rooms, beds, transport and guides), to analyze the

needs, expectations and preferences of various tourist segments, to identify the strength and weaknesses of the services and products and to explore the areas in which our resources are under or over utilized. For the study 50 respondents were selected and researcher visited many hotels and tourist spots in and around Shimla. Certain information was collected by interviewing the authorities involved directly or indirectly with tourism department.

The results of the study showed that the tourists visiting to Shimla, majority of them were in the age group of 20 to 40. Among them 53 percent belong to male category and 47 percent of female. Tourists above the age of 60 years were very few in number, who visit Shimla, may be because of the geographical and topographical conditions of the State. Segmenting the tourists on the basis of income showed that tourists who visited Himachal Pradesh belong to different income groups. Majority of the tourists coming to Shimla were having the monthly income of Rs.6, 000 to 10,000 followed by having income of Rs.1, 500 to Rs.6, 000. It was found that majority of tourists belong to middle income group i.e. Rs 6000 to 10.000.

Result on purpose of visit of tourist showed that the tourists have different purpose of their visit. International tourists visit to enjoy the beauty of nature whereas domestic tourists visit for enjoyment and recreation. Natural wealth of Himachal Pradesh has remained the main attraction for both domestic and international tourists. Almost 50 percent of the tourists responded that they come to Shimla to see its natural wealth i.e. pine forests, greenery, fine landscape etc. 10% of the tourists come to see the cultural heritage like folk dances and livelihood of the Pahari people Historical buildings like Indian Institute of Advanced Study was also a Source of attraction for 50 percent of the tourists. Twenty percent of the tourists visited as leisure. Shimla also acted as a transitory point of various pilgrimage tourists for pilgrimage seeker of higher Himalayas, like Buddhist monasteries

in Lahaul and Spiti, stay here for a day or two Shimla also acted as a transitory tourists place for adventure tourists going to Manali or Dharamshala. Though availability of hotel rooms were not a cause of concern, except in the peak season. Occupancy rate of the rooms having a rent of about Rs.1.000 per day was the prime attraction for tourists having income of about Rs.10, 000 P.M. (i.e. business tourists), while room having a rent of about Rs.350 was the prime attraction for a tourist on moderate income group. But cost-effectiveness of hotel rates was a source of concern for many. About 35% replied in the affirmative, when asked about whether the hotel rates were right in Shimla.

Shimla has various hotels and restaurants catering for various segments of local population as well as for the tourists. Except for some Japanese tourists and some tourists from West Bengal and Goa, where fish is the staple diet, and is available very rarely in Shimla, food was not a problem and is available in Shimla as per their choice. About 10% of the respondents replied in affirmative when asked whether the food in Shimla was expensive. About 60% of both domestic and international tourists replied that Shimla lack entertainment facilities. Almost tourists of all the age group want some lively entertainment, especially in the evening. Cultural shows about Himachal Pradesh should be organized in available theatres at Shimla. About 55% of both domestic as well as international tourists went on local sight scenes on the buses managed by Himachal Pradesh Tourism Development Corporation, 30% boarded taxi and 10% went by other means like local buses, etc. Some high spender tourists wanted air conditioned buses to ply between various tourist destinations of Shimla. Among sight-sees, major complaints were of about unhygienic conditions on the places of tourist interests on the outskirts of Shimla like in Kufri and Nakdhera and emergence of concrete jungle in Shimla, that mar the pleasure of natural beauty.



Based on their study results authors (Pathania and Thakur 1998) recommended following suggestions to promote the tourism in Himachal Pradesh.

1. Guides knowing foreign languages and other Indian languages should be made available. As tourist does not know English and Hindi, find it very difficult to get information about Shimla.
2. There should be a single regulatory body to coordinate between public and private sector operating in the field of tourism.
3. Trained and skilled manpower should be deployed and emphasis should be given as the improvement in quality service of the people working in various hotels, travel agencies and other related field.
4. Brochures supplied by the various tourist information centers in the city are mainly in English. They should be made available in other languages such as in German for a tourist from Germany, and in Bengali for a tourist from Bangal.
5. Elderly tourists in the +50 age group find it difficult to climb various hilly tracks of Shimla, horse service on these track would be of great help for them.
6. For the tourists who want entertainment, cultural evenings should be organized, as in the other states, like river cruise 'santa Monica' in Goa, in which dramas, folk dances and traditional songs of various parts of the state can be organized. Emphasis should be on the participation of the tourists, rather than tourist being a mere spectator.
7. As hotel rents are expensive for many tourists, rules regarding paying guest accommodation should be simplified, so that more 'paying guest accommodation' can be made available.



8. For high spender tourist, A/C deluxe buses should be started from Shimla to its various tourist centers, as well as to other cities of India
9. For tourists coming at night, it is very difficult to know the place such as hotels, where they intend to go, because of the hilly topography of the area. For them tourist police should be stationed at the bus-stand, airports, etc. to provide them accurate information at night.
10. As Shimla attract a large number of young tourists, some centers, where they can play games like Basket ball, volley ball, tennis, etc., should be made available to them.
11. Some historical buildings like Gorton and Castle and H.P. Legislative Assembly are not opened to public. If possible, they should be made available for the tourists for some times in the evening.

### **3.2 HARYANA TOURISM**

Haryana is a small state having a rich heritage. It has great civilization and culture with glorious historical background. It comprises various religious places, picnic spots and place of archeological importance, which every tourist would take, pride in visiting these places but even most of the people residing in Haryana are unaware of these places of interest. Some of these places have developed in Haryana but they remained a lot, which have got great potential to be explored. I myself had surveyed some of the places and found them having great potential to be explored. They need to be brought to lime light. Some of these include:

*Agroha* - Agroha is situated about 24 Kilometers Northwest of Hisar on the Delhi - Sirsa road.

*Pakhigarhi*. The ancient site lies in the revenue jurisdiction of Rakhi Shahpur and Khas, 32 Kms Northeast of Hansi.

*Morni Hills:* The Morni Hills are offshoots of Shiwalik ranges of Nahan and run in two parallel ranges from South - East to North - East.

*Amian Wali:* It is situated 8 Kilometers South of Sirsa or Sirsa - Bhadra road.

*Temple of Lord Shiva:* (Famous as Modawala Mandir). The temple of Lord Shiva is situated at Narnaul - Rewari road near New Bus Stand.

Haryana is located in the north-western part of the Indian Union, occupying about 42,212 Km<sup>2</sup> area, between latitudes 27°30' to 0° 55'5" north and 74° 27' 8" to 77° 37'5" east. Its boundaries are shared with states of Delhi and Uttar Pradesh in the East, Himanchal Pradesh in the North, Punjab and Territory of Chandigarh in North- West and, Rajasthan in the South and Southwest respectively. Geographically, the boundaries of Haryana can be identified with river Yamuna in east, the Shiwalik Hills in Northwest, the Aravalli Hills in south and, the river Ghaggar and Thar Desert in Southwest. One of the smallest and relatively younger states of the country Haryana has a total of 81 cities and towns. There are a total of 19 districts, 45 subdivisions, 65 tehsils, 31 sub-tehsils and 111 blocks. Being located in the Indo-Gangetic Plain, the meteorology of the state is 'typically tropical' or say 'semiarid monsoon type'. The data for last fifty years record the average maximum and minimum summer temperature in the state to be about 47. 2° C and 21° C respectively of (June), while during winters it is about 24.5° C to almost 2° C respectively, (January). On the whole, district Hissar witnesses the highest maximum, summer temperature, at time reaching to 44° C while Narnaul and Bhiwani are the two districts where minimum temperature may go as low as 1.5° C. It is very hot in summer (up to a high of 50 deg Celsius) and cold in winters (down to a low of 1 deg Celsius). The hottest months are May and June and the coldest being December and January. Haryana incidentally is among those few Indian states where road and rail transport is fairly developed. It is well connected with the important administrative, commercial and industrial centers and tourist destinations of the country by

surface transport. Of course, so far there is no airport within the jurisdiction of Haryana but the International airport in Delhi and the one at Chandigarh effectively link every part of the state with the air transport facilities.

In its present administrative set up Haryana came into being only 25 years back i.e. November 1, 1966. Though the word 'Haryana' as such is only 25 years old but the antiquity of area had been very much there since immemorial times that is further evident from the excavations carried out at different places of the state. During the short span of its separate statehood Haryana has made all-round development especially in the field of tourism. Even the ever-new concept in history of tourism i.e. Highway tourism has been evolved in Haryana. But in the lust of earning foreign exchange the state department of tourism has not forgotten its culture and social obligation. To promote cultural heritage organization of different fairs and festivals at various places is the most obvious example in this context. However, the cultural resources on which the success of cultural tourism depends have now been discussed very briefly.

A study conducted by Punia (1996) revealed that foreign tourists like historical and religious monuments, at the same time domestic tourists like the 'Created tourism' as well as the historical monuments. Study revealed that as a whole there is a strong demand for cultural tourism followed by tourism based on natural resources. A sound cultural resource base indicates towards better feature of culture tourism in the state.

For defining prospectus of cultural tourism in Haryana, its resource wealth was correlated with the attitude of tourists visiting in Haryana state. A total sample of 200 tourists (100 foreign and 100 domestic) were taken into study. During study it was found that Haryana has historical monuments, archaeological sites, diverse culture, cooperative people, and a variety of fairs, festivals and well known folk culture. Results of study indicated that 88 and 95 per cent of the foreign tourists and domestic tourists respectively

were interested to visit Haryana again for tourism purpose.

Mishra, V (2003) wrote a note on "Aitihasik Imarton Ka Asistava Khatre Main" mean Existence of Historical Buildings in Danger. In his note he mentioned that old historical doors that keep old Rewari intact city now have turned the houses of pigeons. The old pound that was used to quench the thirst of whole city population has turned into a garbage field. This water pound of Rewari city was constructed by former king of Rewari Rao Ram Singh considering the acute shortage of water in the city. With the attack of Mahav Rao Scindhia the construction of the pound was stopped. Later in 1772 again Rao Tej Singh constructed it and got completed in 1975-76. But with the negligence of government and Municipal Corporation of Rewari this historical monument has turned into a garbage place. However Rewari Deputy Commissioner Mrs. Sunita Mishra prepared a plan to renovate the pound but with the passage of time this plan shrunk into papers.

There is need to prepare a documentary on the facilities and site scenes and to display it in foreign. There is need to develop better tourist market to attract the foreign tourists.

Dahiya, S. B (2003) wrote on the topic "Haryana Main Paryatan Vikas Ki Sambhavnaye" He mentioned that Geographical condition of Haryana is such that there is no hill station, no river, not a wonderful temple and neither any historical building that can be a centre of attraction for the tourists. About three decades back tourism was given a new concept in Haryana and become famous as "Highway Tourism". As per Haryana Vision 2000, tourism industry in Haryana was given a new direction in the name of "Destination Haryana". As per the Shilalekh of 13<sup>th</sup> century available in Red Fort, Haryana Pradesh is equivalent to heaven. Barona in Sonapat (Haryana) is a place where saint "Dadhichi" gave his bones for the victory of Gods. Kurukshetra in Haryana is a place of "Dharmayudh Mahabharata" where God Krishna gave the message of Gita to Arjuna.

For attracting foreign tourists in Haryana, Haryana Tourism Corporation should encourage the religious tourism, moon night tourism, eco-tourism, rural tourism and adventure tourism. So the government should plan effective strategies for unbidden places.

According to one survey/report where strategies have been described to increase the flow of foreign tourists, there is a decline in the attraction of Non-resident Indians in their motherland. They desire to be in touch with their ancient culture, rites, fairs and festivals by repeated visits to the country. Government should open NRI clubs. Some Non-resident Indians are interested in investing heavily on the projects like Aqua Sports, Health center, Club house, Casino and under water restaurant. Such sectors should be the priority areas of Haryana Industry Tourism for commercial mobilization as there are immense possibilities to earn the foreign exchange. An Australian female tourist (Allis Smith) has mentioned in her tour diary "Haryana Darshan". She realizes the rural tour of Haryana a beautiful memory of her life.

To promote the tourism in Haryana through local literature there is need to organize the Ragni festival of Dada Lakhmi and Mehar Singh. Haryana has taken a good start to promote tourism through sports. For this a Golf Club in 75 acres of land has been developed in Faridabad. Rural tourism is anew vision in Haryana. Clean environment, vegetarian food, simple living is the present slogan of world tourism.

According to a report of Mamgai, K (2003) published in Dainik Bhaskar on " Paryatan Ke Liye Adarsh Kurukshetra" to develop any region/place as tourist it is important that it should be prosperous in natural beauty. Like other parts of Haryana, Kurukshetra is not beautiful naturally. But for historical and pilgrim tourism it has immense possibilities. Guljari Lal Nanda took initiatives to bring the past pride of Kurukshetra. Due to the place of holy book "Gita" it is a good source of spiritual inspiration. Panorma and

Krishna museum are the center of attraction for foreign tourists. Lakhs of visitors have come to see them. Panorma is a combination of spiritual and science that is important for the world. The message place of Gita, Jyotisar has been beautified. With the combination of light and sound all the 18 chapters of Mhabharata are now being depicted concisely. Braham Sarovar at Kurukshetra has been linked with Grand Trunk road. Air port has been proposed for this pilgrim's place. However there are three tourist places of Haryana tourism but for high status tourists the accommodation facilities are lacking.

According to this report Haryana Tourism Corporation should build up a five star hotel or resort. Tour package from Delhi to Kurukshetra has been started by the Haryana tourism. The author has suggested following marketing strategies to attract the foreign tourists in Haryana.

1. Traveler agents should be encouraged and be given some incentives.
2. Indian information centers in foreign countries should publicize the regional importance.
3. Though internet there is a need to reveal the history of Kurukshetra.
4. In Kurukshetra spiritualism should be the main target/objective of Haryana tourism.
5. The Braham Sarovar should be made more hygienic to attract the tourists.

From the last few years "Gita Jyanti" celebrations are being organized at large scale and this is gaining popularity at national level. Anther hopes that land of Mahabharata, Kurukshetra will be known as tourist place in foreign countries also.

Anonymous (2003) "Haryana Mein Paryatan Ki Apar Sambhavnayen"



Though Haryana was never dependent on tourist income for its development but it has always registered its presence on national tourism map. This is the same sacred land where God Krishna gave the message of Gita to Arjuna. Vedic land of Haryana is considered as mirror of Indian culture and heritage. This state has been known by the name of "Brahmshi Desh".

Every year in September Tourism day is celebrated in Haryana. On this day a number of events and sports competitions are organized. In November 1991 Haryana Tourism Corporation started "Adventure club" with the aim to promote tourism in Haryana.

State Government initiated to develop a "Raksha Park" in 2000 acres of land in Sirsa where all kinds of equipments, vehicles, arms etc used by all the three Indian forces will be exhibited. According to tourism officials, tourists will be eager to visit this park and consoler their visit incomplete like tourists who visit China "Raksha Park". Since last few years there is increase in the pilgrims and tourists on the eve of "Gita Jayanti" celebrations. Seminar on Holi Gita, chanting, theater programme, and worship at Braham Sarovar are the center of attraction for tourists at Kurukhetra. Panipat in the Mughal era was the center of Sufi and Saints. Handloom industry at Panipat forces the tourist to visit this place. Lakhs of tourists visit the Badkal Lake at Faridabad. Sohna Kund in Gurgaon is famous for is famous for its sulfur water reservoirs. At Ambala, Bhawani Devi temple, Kali Mata temples, Badsahi Bagh, Saint Paul church are the attraction features for tourists. Panchkula shivalik is famous for its Pinjore garden, Mata Mansa Devi temple, Chandi Devi temple.

## Chapter-3

# Materials and Methods



### **3. MATERIALS AND METHODS**

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Research methodology is one of the key components (back bone) of a research problem. This chapter deals with the methodological procedures and other tools utilized to execute the technical programme of any research study. The detailed account of methods followed and tools employed to fulfill the objectives of present study have been distinctly described under following sub sections/heads.

3.1. Locale of the study

3.2. Sample procedure

3.3. Variables and their measurements

3.4. Data collection

3.5. Statistical analysis

#### **3.1. LOCALE OF THE STUDY**

##### **HARYANA STATE**

For present study Haryana state was selected as its locale as the state has sites and places of historical and religious importance since from the Ramayana and Mahabharata. The name of district Gurgaon was derived from the word Guru Gram means it was the place of Pandavas Guru. The Kurukshetra is the place where lord Krishnana gave the message of Gita to Arjun during Mahabharata war between Kaurvas and Pandvas. The famous Karan Lake situated in Karnal district is another place known for the sacrifice of Karan. Three famous battles called as Panipat Ki Ladai were fought at Panipat, Haryana. Geographically this state has its boundary with National

capital of India, New Delhi, Rajasthan, Punjab, Uttar Pradesh and Himanchal Pradesh. Ballabgarh in district Faridabad is the place after a warrior Ballu. He was powerful and great warrior. Haryana is a state famous for its agriculture and animal production. It is famous for Murrah and Haryana breeds of buffalo and cattle, respectively. Faridabad district of Haryana is a hub of big industries like Escorts, Good Year, Bata and Maruti in Gurgaon. The roads and transport services one of the best in the country. Every village is connected with metallic roads and has basic education and health facilities. It is a small state with rich heritage being close to the national capital. This state has enormous potential for tourism due to its historical background.

### 3.1.1 SELECTION OF DISTRICTS

For the study seven districts namely Hisar, Faridabad, Panipat, Karnal, Rohtak, Sirsa and Kurukshetra were selected as these districts represent Haryana state for its geographic, historical and cultural perspectives.

**Hisar:** This district made significant contribution to the Haryana heritage as Seeswal, Banawali and Rakhigarhi were pre-Harappan and Harappan settlements and centre of activity during pre-historic times. Important monuments like forts, gates, palaces, mosques and mausoleums at Hansi, Hisar and Fatehabad show the importance of the district during Sultanate and Mughal rule. Banawali, Agroha Dham, Gujari Mahal, Lat ki Masjid are some of the ancient monuments for tourists and visitors. There are several resorts (Flemingo, Blue bird) and hotels for the recreation and stay of tourists. The district has world famous Agricultural University besides a Technical University. The district has a number of agricultural and livestock farms.

**Faridabad** said to be founded in A.D. 1607 by Saikh Farid, treasurer of Jahangir. The district has some resorts which attract the tourist from far places. The keen interest of Haryana government offering facilities and basic

amenities for tourists has opened new vistas in the district for holiday. The tourist complexes like Suraj kund, Badkhal Lake at Faridabad and Dabchick (Hodal) make the district as ideal picnic and holiday spot. The state government has provided oasis of comfort, relaxation and recreation for tourist and visitors. These complexes also attract the foreign and domestic tourists who motor through the district enroute to the three major tourist centres of India via Delhi, Agra and Jaipur, popularly known as the Golden triangle of Indian tourism.

**Panipat:** It has an important place in Indian history as the famous three battles of Panipat were fought on this land. Panipat is world wide famous for its handloom industry. It is located near to Delhi on National Highway number one. Due to its vicinity it has ample scope for recreation spots like Golf club, resorts, restaurants where people from busy life of capital can relax.

**Karnal:** The city is located on the Delhi-Chandigarh highway. Historically it is famous for Karan Lake. It has one of the best high way resorts in the country. The Karnal city is world wide famous for National dairy Research Institute. Basmati rice grown in Tarawadi is famous for its quality and scent.

**Rohtak:** The town is said to be rebuilt in the time of Prithviraja. It is famous for its war heroes in Indian history. This is the centre of Haryanavi culture and home tract of famous buffalo breed Murrah. A number of ancient monuments like Math (A monastery of Kanphatta) in Asthal Bohar, Dini mosque and Gaokaran tank in Rohtak city and tank and tomb of Shah Gazi in Jhajjar are the places of attraction to tourists. The city is situated on Delhi-Hisar highway well connected with road and rail services.

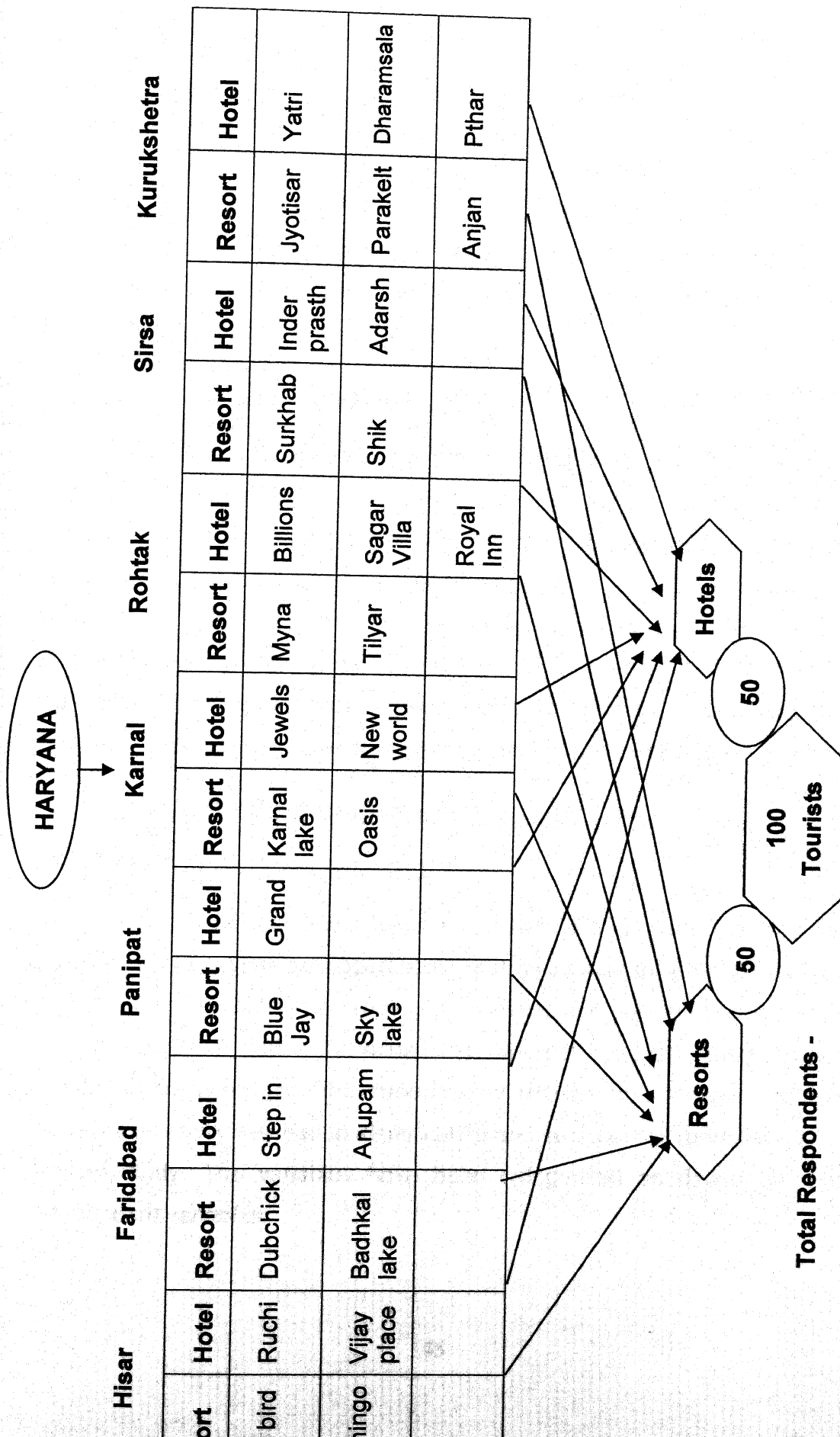
**Sirsa:** This district has its boundaries with Rajasthan and Punjab state. It has many tourism resorts of Haryana Government and a National

Military Park is being established by the state government.

**Kurukshetra:** It is the land where famous battle of Mahabhrata was fought. On this very land Lord Krishna gave the message of Gita to the quivering Arjuna. It is the land where Manu wrote " Manusmiriti". It is the land of sacrifice where King Kuru performed the super sacrifice to the propensity of land and people. It is the place that had both historical and religious significance of past.

# Tourist Map of Haryana







## **3.2. SAMPLING PROCEDURE**

### **3.2.1. SELECTION OF RESORTS AND HOTELS**

As per the requirement of study, fifteen (15) Haryana tourism complexes and fifteen (15) private hotels aggregating thirty- (30) were selected randomly from the seven (7) selected districts due to more numbers of resorts and hotels. Further these districts are representative of Haryana culture, history, tradition and people.

### **3.2.2. SELECTION OF RESPONDENTS**

The information regarding standard of services provided by resorts and hotels were collected from 100 tourists (50 from hotels and 50 from resorts). The respondents were selected by applying random sampling technique. The respondents were those who were present in the resorts and hotels at the time of investigation. Further each manager of the hotels and resorts were also interviewed to collect the information on the level of standard of existing facilities in their hotels and resorts. Thus finally 100 tourists and 30 managers were interviewed for the present study.

## **3.3 VARIABLES AND THEIR MEASUREMENTS**

### **3.3.1. SELECTION OF VARIABLES**

For any research under taken it is essential to indicate the variables considered along with their operational and measurement procedures. The researcher made through screening of available documented literature and factors directly or indirectly influencing the marketing the marketing of tourism. Information gathered through past reviews and researchers own experiences finally resulted in identification and selection of variables for the present study. The variables have been categorized as dependent and independent variables.

**Table 3.1: Collection of information on socio-economic, personal and other variables of hotel/resort respondents**

<b>Sr. No.</b>	<b>Variable</b>	<b>Measurement</b>
1	Name of respondent	Direct questioning
2	Age	Direct questioning
3	Sex	Direct questioning
4	Occupation	Direct questioning
5	Income	Direct questioning
6	How far traveled	Direct questioning
7	Mode of transport	Direct questioning
8	Amount of money spent	Direct questioning
9	Number of times visited	Direct questioning
10	Purpose of visit	Direct questioning
11	Period of stay	Direct questioning



### **3.3.2. INDEPENDENT VARIABLES**

Independent variables include present socio economic status and the information regarding travel.

#### **3.3.2.1 SEX**

It refers to whether the respondent is male or female. The scores assigned were as follows

Male	1
Female	2

#### **3.3.2.2 OCCUPATION**

Occupation is defined as the profession in which the family is engaged in and is the main source of income. Here occupation of tourist was taken in consideration and scores assigned were as below

Business	1
Service	2

#### **3.3.2.3 INCOME**

It is the per annum income received by the family through all its sources. According to the level of income following scores were assigned.

Below Rs.5, 000	1
Between Rs. 5,000-10,000	2
Above Rs. 10, 000	3

### **3.3.2.4 TRAVELING DISTANCE**

(Far the respondents traveled): It refers to the distance traveled by respondents (tourists) to reach the destination (resort and /or hotel). The scores allotted to different distances traveled by the respondents are as below.

250 kilometer	1
500 kilometer	2
1,000 kilometer or above	3

### **3.3.2.5 MODE OF TRANSPORT**

This refers to the means used by the tourists to reach the particular spot (resort/hotel). The score assigned to means of transport were as follows.

By air	1
By road	2

### **3.3.2.6 AMOUNT OF MONEY SPENT**

Means the total expenditure spent on the particular spot. As per the amount of expenditure the scores allotted were as follows.

Below Rs. 5,000	1
Between Rs. 5,000- Rs. 10,000	2
Above Rs. 10,000	3

### **3.3.2.7 NUMBER OF TIMES VISITED**

Two times	1
Three times	2
Many times	3

### **3.3.2.8 PURPOSE OF VISIT**

This refers to the purpose/reason for which the respondents (visitors) visited the particular spot (resort and/or hotel). The scores assigned to different purpose/reasons of visit were as follows.

Business	1
Official (attending conference, educational visit)	2
Personal affair (Visiting relatives, health care and holiday)	3
Others	4

### **3.3.2.9 PERIOD OF STAY**

This refers to the number of days a visitor stayed at a particular resort/hotel. As per the period of stay scores allotted were as below.

One week	1
Two week	2
More than two week	3

### **3.3.3. DEPENDENT VARIABLES**

Marketing of tourism for unbidden places was taken as dependent variable for the present study.

Marketing of Tourism has been viewed as by infrastructural facilities that consist of accommodation, catering, communication, transport, medical, shopping, essential services, recreational and miscellaneous.

Unbidden places have been viewed as unexplored places where marketing in tourism is negligible and unexplored.

### **3.4 TOOLS FOR DATA COLLECTION**

The preliminary data regarding the respondents socio-personal and economic parameters and information regarding the traveling and also infrastructural facilities were collected personally by the investigator by making visits to different resorts (tourist complexes) and hotels with the help of dully pre-tested interview schedule. The investigator personally interviewed the individual visitors (respondents). The authorities (managers) of resort and or hotel were interviewed to collect the information regarding the available infrastructure facilities.

### **3.5. ANALYSIS OF DATA AND STATISTICAL TOOLS**

The qualitative data collected in the form of information were quantified, coded and tabulated to draw inferences. Statistical tools applied to analyze the tabulated data were as follows.

#### **PERCENTAGE**

The data was transformed into simple percentage to assess the profile of the respondents and views regarding the infrastructural facilities available at hotels and resorts.

#### **CORRELATION COEFFICIENT**

The relationship between socioeconomic characteristics of the respondents and their level of satisfaction regarding facilities at hotel and resorts was analyzed by applying Pearsons' correlation coefficient with the help of electronic computer.

#### **RANK CORRELATION**

The rank correlation coefficient of facilities between respondents and managers was calculated by one way analysis of variance using Kruskal-

Wallis test (Kerlinger, 1983).

$$H = \frac{12}{N(N+1)} \sum \frac{R^2}{n} - 3(N+1)$$

N=Total number of ranks

R= Sum of rank in a column

n= the number of rank in one group

df= K-1

K= Number of columns

H= is approximately distributed as  $\chi^2$

## Chapter-4

**Results**

*&*

**Discussion**

## **4. RESULTS AND DISCUSSION**

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### **4.1 SOCIO-ECONOMIC PROFILE**

#### **4.1.1 SEX**

Socio-economic profile and related information of respondents (visitors) of resorts and hotels have been presented in Table 4.1 and Table 4.2, respectively. Majority of the respondents (62%) who visited the resorts were male and 38.0 per cent were female. Similarly 68 % of the respondents were male and rests were female who visited hotels (Fig 4.1) Pathania and Thakur (1998) reported that 53.0 % of the tourists/visitors (respondents) belonged to male category and 47.0 % to female category in a tourism study conducted in Himachal Pradesh.

During the course of investigation it was observed that male visitors were more as compared to female. The findings were logically true as higher number of male respondents employed in government, semi government and private sector might be one of the reasons for number of males visiting both resorts and hotels. Further more the most of the works out side the house are dealt by males than females

#### **4.1.2 OCCUPATION**

Majority of the respondents (46%) who visited resorts have service as the occupation, while only 16.0 percent were having business as their occupation (Fig 4.2). A substantial number of respondents (38.0 %) had no occupation who visited the resorts. In the hotel category highest number of respondents belonged to service class (44.0 %), while 24.0 per cent were businessmen.

Batra *et al* (1998) observed that maximum number of customers (respondents) i. e. 34.0 percent come from service class followed by 26.0 % business class closely followed by other comprises of students, agriculturists, house wives etc. to the tourist complexes. These findings are similar to the present study as more number of respondents belongs to service class followed by businessmen.

As service man perform more visits to different places, cities for official work and thus this category of respondents represents higher proportion who visits the hotels and resorts.

#### **4.1.3 INCOME**

Half of the respondents (50 .0 %) who belonged to resorts visitor category had income less than Rs. 5000/-, while equal number of the respondents had monthly income between Rs. 5000-10,000/-. On the other hand majority (60.0%) of the visitors/respondents who visited the hotels had income more than Rs.10, 000/- and none of the respondents had income below Rs.5000/-(Fig 4.3).

Batra *et al* (1998) reported that 32.5 % of the respondents were from income group i. e. above Rs. 6000/- and 20 % from income group up to Rs. 2000/-. Pathania and Thakur (1998) recorded that 50 % of the tourists (respondents) coming to Shimla were having the monthly income between Rs. 6000-10,000/- followed by having income between Rs. 1500- 6000/-. Similar pattern on the income of tourists visiting resorts and hotels in present study have been made. They further found that 22.5 % of the respondents belonged to income group between Rs. 2000-4000/-. This indicates that about 50 % of the respondents belonged to income group below Rs 6000/-.

Respondents with higher income (more than Rs 10000/-) have more paying capacity to afford the rents of hotels and other related expenditure and that is why such respondents stay more in hotels than other income group respondents.



#### **4.1.4 TRAVELING DISTANCE**

Relatively higher number of respondents (48%) visited the resorts from a distance of 250 kilometers compared to 42% respondents who traveled 500 kilometers to visit the resorts. In case of the hotels more than half of respondents (56.0%) traveled more than 500 kilometers. Only 12.0 % of the respondents visited the hotels from 1000 or more kilometers.

Since geographically Haryana is a small state and have one of the best road infrastructure and transport services in the country. If the traveling distance is less than 500 kilometer, visitors come back to their homes. As it is not possible to cover more than 500 kilometer in a day and then only visitors stay in hotels. Further small number of visitors comes out side Haryana and they prefer to stay with their relatives or a friend that is why for less number of days visitors stay in hotels.

#### **4.1.5 MODE OF TRAVEL**

In both the categories (resorts and hotels) all the respondents/visitors performed their visit by road and none of the respondents used air as mode of transport. Erasi, K (1998) reported from a tourism study conducted at Bangalore city that 84.0 % of the visitors/tourists (respondents) visited the tourist places by road transport and rest i. e. 16.0 % by air transport.

As no domestic passenger air flight either of air India or private operates in Haryana because of its small size and air port facilities. That is the possible reason why visitors visit the resorts and hotels by road.

#### **4.1.6 MONEY SPENT**

In case of resorts majority of the respondents (66 %) spent the amount of money between Rs. 3000-5000/- and a very small number of respondents spent money more than Rs. 7000/-. Contrary to it higher number

of respondents (54.0%) spent the amount of money between Rs. 5000-7000/- in hotels.

As majority of the visitors visit the resorts for recreation and picnic purpose and stay for few days and that is why the amount spent is less on resorts visit. Higher amount of money spent while visiting the hotels seems to be due to more hotel rents and charges for catering. Further visitor stay for more periods in hotels than resorts. This might be possible cause for visitors to prefer resort visit once or twice rather many times. The more preference of respondents to nearby resorts might be as it requires less time and money on visit.

Relatively higher number of respondents (24.0%) spent the money above Rs. 7000/- while visiting the hotels (Fig 4.4)

**Table 4.1: Socio-economic profile of respondents (Resorts)****N=50**

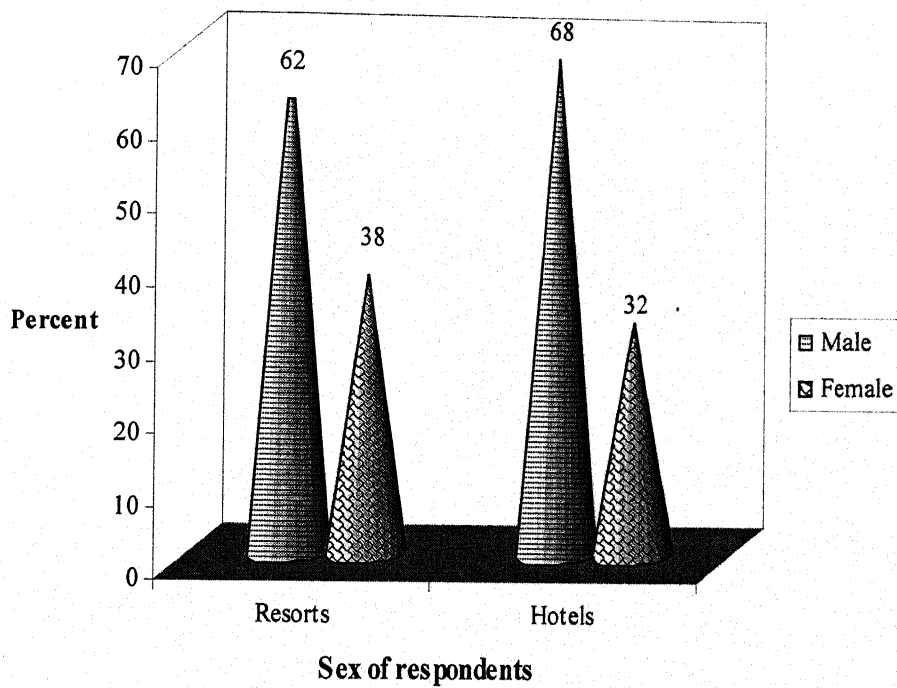
<b>Variables</b>	<b>Category</b>	<b>Frequency (per cent)</b>
1. Sex	Male	31(62)
	Female	19(38)
2. Occupation	Service	23(46)
	Business	8(16)
	Others	19(38)
3. Income (Rs)	Below 5000	25 (50)
	5000-10,000	25(50)
	Above 10,000	0 (0)
4.How far traveled (km)	250	24 (48)
	500	21 (42)
	1000 or above	5 (10)
5. Mode of transport	By air	0 (0)
	By road	50 (100)
6. Money spent (Rs)	3000-5000	33 (66)
	5000-7000	16 (32)
	Above 7000	1(2)
7. Number of visits	2 times	38 (76)
	3 times	10 (20)
	Many times	2 (4)
8. Purpose of visit	Business	26 (52)
	Official tour (Attending conference, educational visit)	10 (20)
	Personnel affairs (visiting relatives, health care, holiday)	14 (28)
	Others	0 (0)
9. Period of stay	A week	50 (100)
	A month	0 (0)
	More	0 (0)

**Table 4.2: Socio-economic profile of respondents (Hotels)**

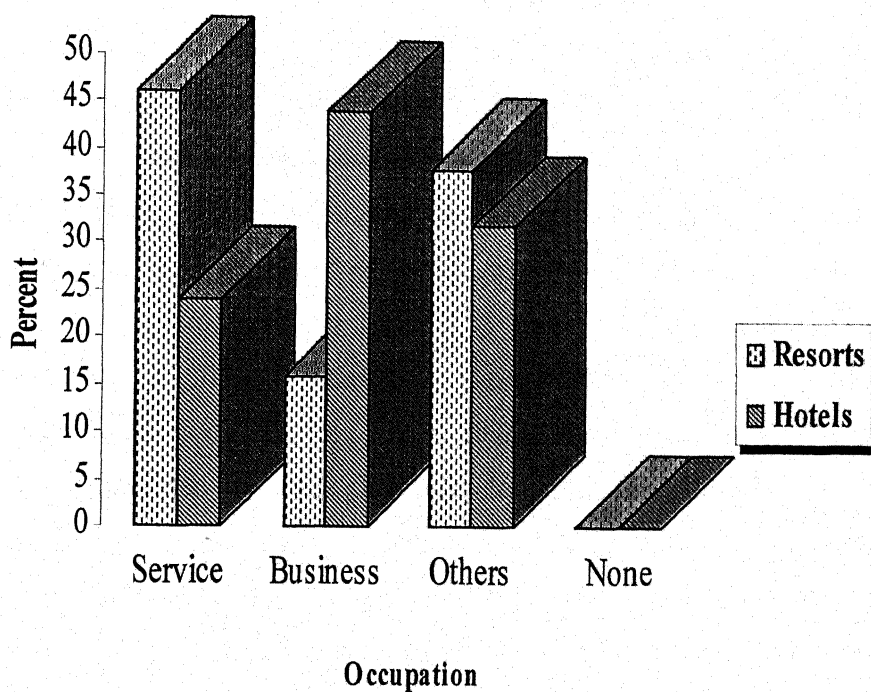
N=50

<b>Variables</b>	<b>Category</b>	<b>Frequency (per cent)</b>
1. Sex	Male	34 (68)
	Female	16 (32)
2. Occupation	Service	12 (24)
	Business	22 (44)
	Others	16 (32)
3. Income (Rs)	Below 5000	0 (0)
	5000-10,000	20 (40)
	Above 10,000	30 (60)
4. How far traveled (km)	250	16 (32)
	500	28 (56)
	1000 or above	6 (12)
5. Mode of transport	By air	0 (0)
	By road	50 (100)
6. Amount of money spent (Rs)	3000-5000	11 (22)
	5000-7000	27 (54)
	Above 7000	12 (24)
7. Number of visits	2 times	50 (100)
	3 times	0 (0)
	Many times	0 (0)
8. Purpose of visit	Business	24 (48)
	Official tour (Attending conference, educational visit)	10 (20)
	Personnel affairs (visiting relatives, health care, holiday)	16 (32)
	Others	0 (0)
9. Period of stay	A week	50 (100)
	A month	0 (0)
	More	0 (0)

**Fig: 4.1 Sex of respondents of resorts and hotels**



**Fig 4.2: Occupation of resort and hotel respondents**



#### **4.1.7 NUMBER OF VISITS**

Large number of respondents (76 %) made the visit of resorts twice and only 4.0 per cent visited the resorts more than 3 times. On the other hand all the respondents visited hotels only 2 times.

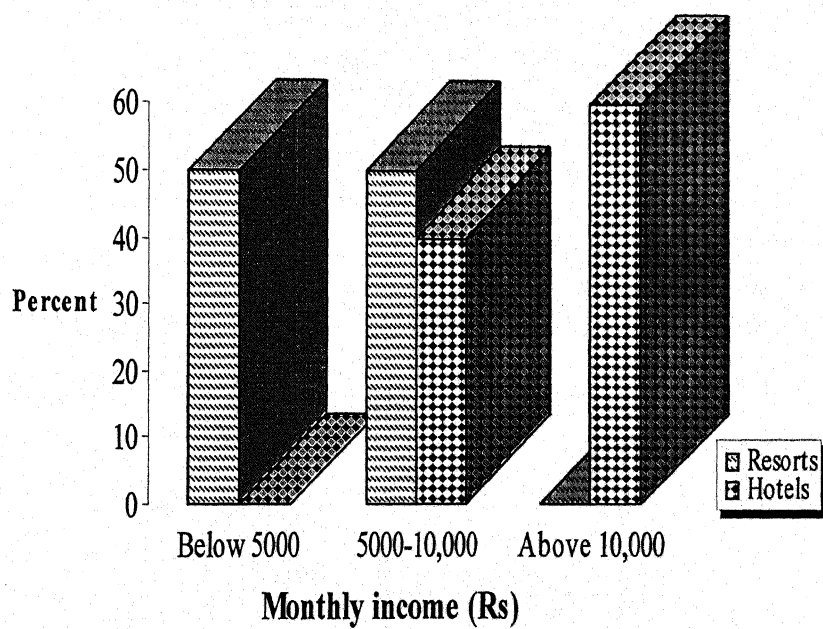
#### **4.1.8 PURPOSE OF VISIT**

Half of the respondents (50 %) visited the resorts for the holiday purpose, while 30 and 20 percent of the respondents visited the resorts for the purpose of business and attending conference, respectively (Fig 4.5). Highest number of respondents visited the hotels for business purpose (34%) followed by holiday (32.0%), attending conference (18.0%) and minimum for visiting relatives (16%). Batra *et al* (1998) observed that highest number of respondents (customers/visitors) i.e. 55 % visit the tourist complexes for pleasure followed by 30.50 % visited for business/meeting/official purpose. A small number of respondents i.e. 7.5 % visited the tourist places for social function and only 1.0 % each traveled for educational and pilgrimage/religious purpose. These finding corroborate with the observations/results of present study where 50 % of the respondents visited the tourist places for holidays means for recreation/pleasure. Therefore Haryana Government should create more facilities to generate pleasure and fun in synchronism of traditional culture of the state.

#### **4.1.9 PERIOD OF STAY**

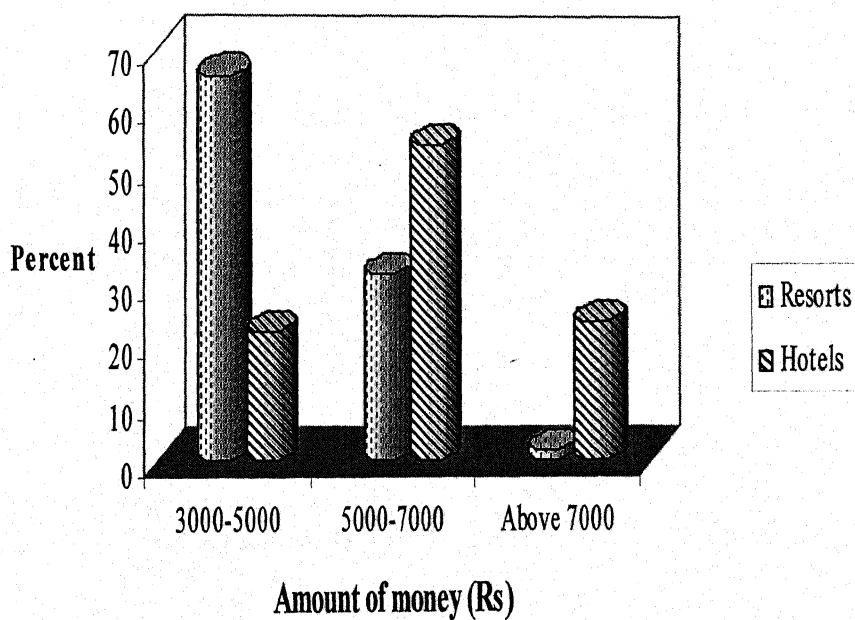
All the respondents of both the categories (resorts and hotels) stayed only for a week while visited these places. Pathania and Thakur (1998) also reported that average period/length of stay of respondents was 4 days that corroborates with the present findings where all the respondents stayed only for one week.

**Fig :4.3 Income of respondents of resorts and hotels**

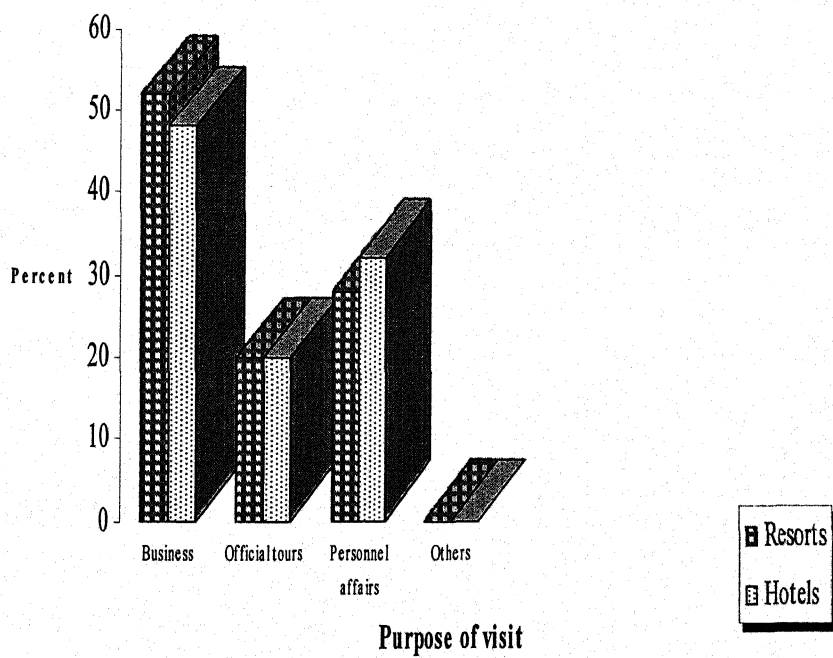




**Fig:4.4 Amount of money (Rs) spent by respondents of resorts and hotels**



**Fig:4.5 Purpose of visit of resort and hotel respondents**



## **4.2. RESORTS**

The data collected and results inferred on respondent's satisfaction level and standard of services rendered by the resorts are described in this section.

### **4.2.1 ACCOMMODATION SERVICES**

Data on the level of respondent's satisfaction and standard of accommodation services (conference/meeting halls, AC rooms, non-AC rooms, double rooms and single rooms) of resorts have been given in Table 4.3. Majority of the respondents (54%) revealed that facilities of conference/meeting halls were deficit. On the other hand 44.0 per cent of the respondents were highly satisfied with the conference/meeting halls facilities. Similarly 40.0 and 53.33 % of the managers rated this facility as excellent and deficit, respectively. Large numbers of visitor respondents (58%) were highly satisfied with the facilities of AC rooms followed by 28% who were satisfied. Only 14% of the respondents rated the AC-rooms facilities as deficit.

Almost identical trend was observed on the Non-AC rooms facilities. Relatively larger numbers of managers (73.33 %) rated the AC and non-AC room facilities as excellent. Majority of the respondents (68.0%) were highly satisfied with double room accommodation, while only 12 per cent were satisfied. Only a very small number of visitors/respondents rated the double room's facility as deficit. Half of the respondents (50%) rated the single room accommodation facility as deficit, while lower numbers of the visitors/respondents (44.0%) were highly satisfied with this accommodation facility.

Only 6.0 per cent of respondents rated the single room accommodation facilities as satisfactory.

**Table 4.3: Level of satisfaction of respondents and standard of accommodation services of Resorts**

**N=50**

Respondents	ACCOMMODATION FACILITIES (A)				
	Conference/ Meeting halls	AC rooms	Non- AC rooms	Double room	Single room
Frequencies (Percentage)					
Highly satisfied	22 (44)	29 (58)	29 (58)	34 (68)	22 (44)
Satisfied	1(2)	14 (28)	13 (26)	12 (24)	3 (6)
Less satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Deficit	27 (54)	7 (14)	8 (16)	4 (8)	25 (50)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	2.36	3.3	3.26	3.52	2.44
Percent	59	82.5	81.5	88	61
Pooled Rank	15	10	11	5	14
<b>Managers</b>					
Frequencies (percentage)					
Excellent	6.0 (40.0)	11.0 (73.33)	11.0 (73.33)	14.0 (99.33)	8.0 (53.33)
Average	1.00 (6.67)	2.00 (13.33)	2.00 (13.33)	0.0 (0.0)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	8.00 (53.33)	2.00 (13.33)	2.00 (13.33)	1.00 (6.67)	7.00 (46.67)
Total	15.0 (100.0)	15.0 (100.0)	15.00 (100.0)	15.00 (100.0)	15.00 (100.0)
Weighted mean	2.33	3.47	3.47	3.80	2.60
Percent	58.33	86.67	86.67	95.00	65.00

More than 90 per cent of the managers rated the double room facilities as excellent and rest as not available.

Batra *et al* (1998) reported that 2.34 % of the respondents were highly satisfied with accommodation services, 20.47 % were satisfied and 15 % viewed neither satisfactory nor dissatisfactory, while 45.6 % found satisfactory and 14.62 % most dissatisfactory. On the whole a large number of customers were dissatisfied with accommodation services.

There is identical opinion of respondents and managers regarding conference meeting halls in resorts. This is probably because of the fact that in some of the resorts these facilities are available while in others are lacking. So there is need to develop conference/meeting hall facilities in resorts. There is difference in the relative number of respondents and managers' opinion regarding the room facilities (AC, Non-Ac, single room and double room) and is so because managers have over rated their facilities. As the single room facility is poor there is need to increase the single room facility in hotels.

#### **4.2.2 CATERING SERVICES**

Results on the satisfaction level of different catering services (fast food center, cafeterias, bar, vegetarian food, non-vegetarian food, room service and local food specialty) available in the resorts are presented in Table 4.4. Higher number (40%) of visitors/respondents rated the fast food facilities as deficit while by 32 and 28 % of respondents were satisfied and highly satisfied, respectively with this facility. On the other hand larger number of managers (53.33%) rated the fast food services as excellent followed 40% of managers who viewed this service as deficit.

Larger numbers of the respondents (56 %) were satisfied with the cafeteria services and remaining 44% of the respondents were highly

satisfied with this facility. On the other hand majority of the managers (86.67 %) rated this facility as excellent followed by 13.33 % as average. Half of the respondents (50%) were highly satisfied with the bar and vegetarian food services/facilities of resorts, while 44 and 46 per cent of respondents were satisfied with bar and vegetarian food services, respectively. Identically large number of managers (80.0% and 66.67%) rated bar and vegetarian food catering facilities as excellent and rest as average except 6.67 per cent managers who rated the bar facilities as poor. Almost equal numbers of respondents/visitors (48 and 46 %) were highly satisfied and satisfied, respectively with standard of non-vegetarian food services.

However, relatively larger number of the managers (60.0%) rated the non-vegetarian food facility as excellent followed by 33.33 and 6.67 per cent as average and deficit, respectively. More than half (60 %) of the visitors/respondents were highly satisfied with room service and only 8 per cent rated this catering service as deficit. Batra *et al* (1998) reported that only small number of respondent (1.86 %) were most satisfied with the room service, while 24.84 % termed this facility as satisfactory. Nearly half of the respondents (48.45%) were dissatisfied with room service. The managers rating this facility as of excellent standard were 80 per cent and only 6.67 per cent viewed this service as deficit.

**Table 4.4: Level of satisfaction of respondents and standard of catering services of Resorts**

**N=50**

Respondents	CATERING FACILITIES (B)						
	Fast food center	Cafeterias	Bar	Vegetarian food	Non vegetarian food	Room service	Local food specialty
Frequencies (Percent)							
Highly satisfied	14 (28)	22 (44)	25 (50)	27 (54)	24 (48)	30 (60)	7 (14)
Satisfied	16 (32)	28 (56)	22 (44)	23 (46)	23 (46)	16 (32)	3 (6)
Less satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Deficit	20 (40)	0 (0)	3 (6)	0 (0)	3 (6)	4 (8)	40 (80)
Total	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)
Wt mean	2.48	3.44	3.38	3.54	3.36	3.44	1.54
Percent	62	86	84.5	88.5	84	86	38.5
Pooled Rank	13	6	7	4	8	6	21
<b>Managers</b>							
Excellent	8.00 (53.33)	13.00 (86.67)	12.00 (80.00)	10.00 (66.67)	9.00 (60.00)	12.00 (80.000)	2.00 (13.33)
Average	1.00 (6.67)	2.00 (13.33)	2.00 (13.33)	5.00 (33.33)	5.00 (33.33)	2.00 (13.33)	1.00 (6.67)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	6.0 (40.0)	0.0 (0.0)	1.0 (6.67)	0.0 (0.0)	1.0 (6.67)	1.0 (6.67)	12.0 (80.0)
	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	2.73	3.87	3.67	3.67	3.47	3.67	1.53
Percent	68.33	96.67	91.67	91.67	86.67	91.67	38.33

Surprisingly 80 per cent of visitors/respondents viewed the local food specialty as deficit or lacking and only 14 per cent rated this facility as highly satisfied. The managers for this catering service viewed the identical trend.

Batra *et. al.* (1998) reported that 4.12 % of the respondents termed food quality and beverage services as most satisfactory, 23.71 % found it satisfactory and majority of respondents (41 %) put it in the category of dissatisfaction. During survey workers also noticed that 63.86 % of the respondents opined that this service was not satisfactory.

Regarding the bar services only 6.52 % of the respondents related this facility as most satisfactory. Large numbers of respondents (49. 3%) were dissatisfied with this facility. Batra *et al* (1998) reported that only small number of respondent (1.86 %) were most satisfied with the room service, while 24.84 % termed this facility as satisfactory. Nearly half of the respondents (48.45%) were dissatisfied with room service. These findings are partially in agreement with present findings where, more than half of the respondents were highly satisfied with this facility. The opinion on local food specialty is similar between respondents and managers where 80% of each rated this service is lacking. The possible reason is that local people do not relish the local food when they visit the tourist resorts as they want some change from the routine local foods prepared at home. Regarding the standard of other catering services (fast food corner, cafeteria, bars) identical views were observed of respondents and managers during the study.

#### **4.2.3 COMMUNICATION SERVICES**

The information collected on the different communication services (telephone booth, internet café, post office/telegraph office and cellular services) available at resorts has been given in Table 4.5. The data revealed that 88 per cent of the respondents/visitors as well as 86.67 per cent of the managers rated the telephone booth services as deficit, while only 6.0 per



cent viewed this service as highly satisfied.

The results on other communication facilities (Internet café, post office/telegraph office and cellular services) showed that they are deficit or lacking in resorts. All the managers too rated these communication services as not available/lacking.

Regarding the communication services availability managers were agree with the respondents rating for telephone booth, internet café, post office and cellular services. The possible reason for the unavailability of internet café and cellular services be due to the fact these service are recently introduced in the communication system and operative in big cities as many of the resorts of Haryana tourism are away from the main cities and have no access to these services.

**Table 4.5: Level of satisfaction of respondents and standard of communication services of Resorts**

**N=50**

<b>Respondents</b>	<b>COMMUNICATION FACILITIES (C)</b>			
	<b>Telephone booth</b>	<b>Internet cafe</b>	<b>Post office/ telegraph office</b>	<b>Cellular services</b>
<b>Frequencies (Percent)</b>				
Highly satisfied	3 (6)	0	0	0
Satisfied	1 (2)	0	0	0
Less satisfied	2 (4)	0	0	0
Deficit	44 (88)	50 (100)	50 (100)	50 (100)
Total	50 (100)	50 (100)	50 (100)	50 (100)
Wt mean	1.26	1	1	1
Percent	31.5	25	25	25
Pooled Rank	23	27	27	27
<b>Managers</b>				
<b>Frequencies (Percent)</b>				
Excellent	1.0 (6.67)	0.0 (0.0)	0.0 (0.0)	0.00 (0.0)
Average	1.0 (6.67)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	13.0 (86.67)	15.0 (100.0)	15.0 (100)	15.0 (100.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.33	1.00	1.00	1.00
Percent	33.33	25.00	25.00	25.00

#### **4.2.4 TRANSPORT SERVICE**

The data on the respondent's level of satisfaction and managers views for different transport facilities (package tour, rental taxis, bus service, railway service, local transport, air base and car parking area) at resorts have been given in Table 4.6. The package tour facility was rated as deficit both by respondents/visitors and managers. Majority of respondents (76%) revealed that rental taxi service was deficit, while only 6.0 per cent of the respondents were highly satisfied with this service. On the other hand 73.33 and 13.33 per cent of the managers rated this facility as not available/lacking and excellent, respectively. Bus service, air base and railway service facilities of transport were rated as deficit at resorts both by respondents and managers. Data further showed that 22.0 per cent of the respondents rated the local transport facility as highly satisfied followed by 50.0 and 14.0 per cent respondents who rated as satisfied and deficit, respectively. However, 33.33 per cent of the managers rated/revealed this facility as excellent and only 53.33 and 13.33 percent as average and not available, respectively. Majority of respondents (62.0%) and managers (60.0 %) revealed the car parking facility as highly satisfied and excellent, respectively and none of them ranked as deficit or lacking. Rest of the visitors/respondents and managers rated this facility as satisfied and average, respectively.

**Table 4.6: Level of satisfaction of respondents and standard of transport services of Resorts**

**N=50**

Respondents	TRANSPORT FACILITIES (D)						
	Package tour	Rental taxis	Bus service	Railway service	Local transport	Air base	Car parking area
Frequencies (Percent)							
Highly satisfied	0 (0)	3 (6)	0 (0)	0 (0)	11 (22)	0 (0)	31 (62)
Satisfied	0 (0)	9 (18)	0 (0)	0 (0)	25 (50)	0 (0)	19 (38)
Less satisfied	0 (0)	0 (0)	0 (0)	0 (0)	7 (14)	0 (0)	0 (0)
Deficit	50 (100)	38 (76)	50 (100)	50 (100)	7 (14)	50 (100)	0 (0)
Total	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)
Wt mean	1	1.54	1	1	2.8	1	3.62
Percent	25	38.5	25	25	70	25	90.5
Pooled Rank	27	21	27	27	12	27	1
<b>Managers</b>							
Excellent	0.0 (0.0)	2.00 (13.33)	0.0 (0.0)	0.0 (0.0)	5.0 (33.33)	0.0 (0.0)	9.0 (60.0)
Average	0.0 (0.0)	2.0 (13.33)	0.0 (0.0)	0.0 (0.0)	8.00 (53.33)	0.0 (0.0)	6.0 (40.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	15.0 (100.0)	11.0 (73.33)	15.0 (100.0)	15.0 (100.0)	2.0 (13.33)	15.0 (100.0)	0.0 (0.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.00	1.67	1.00	1.00	3.07	1.00	3.60
Percent	25.00	41.67	25.00	25.00	76.67	25.00	90.00

**Table 4.7: Level of satisfaction of respondents and standard of medical services of Resorts**

**N=50**

Respondents	MEDICAL FACILITIES (E)		
	First aid facility	Nearby hospital	Ambulance facility
Frequencies (Percent)			
Highly satisfied	3 (6)	0 (0)	0 (0)
Satisfied	20 (40)	0 (0)	0 (0)
Less satisfied	2 (4)	0 (0)	0 (0)
Deficit	25 (50)	50 (100)	50 (100)
Total	50 (100)	50 (100)	50 (100)
Wt mean	2.02	1	1
Percent	50.5	25	25
Pooled Rank	15	27	27
<b>Managers</b>			
Frequencies (Percent)			
Excellent	4.0 (26.67)	0.0 (0.0)	0.0 (0.0)
Average	3.0 (20.0)	0.0 (0.0)	0.0 (0.0)
Poor	1.0 (6.67)	0.0 (0.0)	0.0 (0.0)
Not available	7.0 (46.67)	15.0 (100.0)	15.0 (100.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	2.27	1.00	1.00
Percent	56.67	25.00	25.00

#### **4.2.5 MEDICAL SERVICES**

The data on the respondent's satisfaction level and standard of different medical services (first aid facility, nearby hospital and ambulance facility) available at resorts have been given in Table 4.7. The results revealed that 50% of the respondents rated the first aid facility as deficit and a very small number of respondents (6%) rated as highly satisfied. However, 26.67 per cent of the managers rated this facility as excellent and 46.67 % as not available/lacking. Nearby hospital and ambulance facility was rated to be deficit both by respondents and managers (each 100%). This is so because Haryana Tourism Corporation does not consider medical facilities as essential component of tourism for its promotion. Results indicate that overall medical facility are almost deficit or negligible. This shows that there is need to upgrade this facility at the resorts.

#### **4.2.6 SHOPPING SERVICES**

The data on the respondent's level of satisfaction and standard of different shopping services (food and merchandise for everyday use, drug store, emporium for handlooms and handicrafts, special shopping arcades for local art and craft, photograph shop, laundries and barber shop) have been presented in Table 4.8. The data indicated that 16.0 per cent of the respondents were highly satisfied with food and merchandise for every day use services, while a large number of the respondents (74.0%) rated this facility as lacking. Similar number of managers (73.33 %) rated this facility as not available. The facility of drug store was lacking as revealed by 88.0 per cent of the respondents/visitors, while 6.0 per cent respondents each were highly satisfied and satisfied by this facility.



**Table 4.8: Level of satisfaction of respondents and standard of shopping services of Resorts**

N=50

Respondents	SHOPPING FACILITIES (F)						
	Food & merchandise for every day use	Drug store	Emporium for handlooms & handicrafts	Special shopping archades for local art & craft	Photograph shop	Laundries	Barber shop
Frequencies (Percent)							
Highly satisfied	8 (16)	3 (6)	10 (20)	14 (28)	0 (0)	16 (32)	0 (0)
Satisfied	5 (10)	3 (6)	4 (8)	13 (26)	0 (0)	9 (18)	0 (0)
Less satisfied	0 (0)	0 (0)	2 (4)	0 (0)	0 (0)	0 (0)	0 (0)
Deficit	37 (74)	44 (88)	34 (68)	23 (46)	50 (100)	25 (50)	50 (100)
Total	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)
Wt mean	1.68	1.3	1.8	2.36	1	2.32	1
Percent	42	32.5	45	59	25	58	25
Pooled Rank	19	22	17	15	27	16	27
<b>Managers</b>							
Frequencies (Percent)							
Excellent	4.00 (26.67)	2.0 (13.33)	5.00 (33.33)	8.0 (53.33)	0.0 (0.0)	5.0 (33.33)	0.0 (0.0)
Average	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	3.0 (20.0)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	11.0 (73.33)	13.0 (86.67)	10.0 (66.67)	7.0 (46.67)	15.0 (100.0)	7.0 (46.67)	15.0 (100.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.80	1.40	2.00	2.60	1.00	2.40	1.00
Percent	45.00	35.00	50.00	65.00	25.00	60.00	25.00

On the other hand 33.33% and 86.67 per cent of the managers rated this facility as excellent and not available, respectively.

Erasi, K (1998) reported from their study that 42 % of the respondents were satisfied with different shopping facilities, while 48 % viewed that shopping facilities are conveniently located.

A larger number of respondents (68 %) and managers (66.67 %) revealed that emporium for hand looms and handicraft was deficit/lacking, while 20 per cent of visitors/respondents and 33.33 per cent of the managers rated this facility as highly satisfied and excellent, respectively. On the other hand 28 per cent of the respondents were highly satisfied with special shopping arcades for local art and craft facility; however a larger number of the managers (53.33%) rated this facility as excellent at resorts under study. Equal number of respondents and managers (46 %) rated this shopping facility as lacking.

Barber and photograph shops were deficit at evaluated resorts as revealed by 100 % respondents/visitors and managers. Almost equal number of respondents and managers (32-33.33 %) rated the laundries facility as highly satisfying and excellent, respectively. More number of respondents (50%) and managers (46.67 %) ranked this facility as deficit/lacking. This indicates that a lot of scope is there to raise the standard of shopping facility to attract the visitors.

#### **4.2.7 ESSENTIAL SERVICES**

The results recorded on various essential services in view of respondent's satisfaction level and on standards of this service (water supply, electricity supply, sanitation, drainage and sewerage system and garbage disposal system) at resorts have been presented in Table 4.9.



**Table 4.9: Level of satisfaction of respondents and standard of essential services of Resorts**

**N=50**

Respondents	ESSENTIAL FACILITIES (G)				
	Water supply	Electricity supply	Sanitation	Drainage and sewerage system	Garbage disposal system
Frequencies (Percent)					
Highly satisfied	28 (56.0)	28 (56.0)	29 (58.0)	29 (58.0)	26 (52.0)
Satisfied	22 (44.0)	22 (44.0)	21 (42.0)	21 (42.0)	24 (48.0)
Less satisfied	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Deficit	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	3.56	3.56	3.58	3.58	3.52
Percent	89	89	89.5	89.5	88
<b>Managers</b>					
Excellent	11.0 (73.33)	11.0 (77.33)	11.0 (77.33)	11.00(77.33)	11.00(77.33)
Average	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)	3.00 (20.0)	3.0 (20.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	1.00 (6.67)	1.00 (6.67)	1.00 (6.67)	1.00 (6.67)	1.00 (6.67)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	3.60	3.60	3.60	3.60	3.60
Percent	90.00	90.00	90.00	90.00	90.00

The results revealed that 56 per cent of respondents were highly satisfied each with water and electricity supply service, while rests of the respondents (44%) were satisfied with these two services.

Contrary to it 73.33 per cent of the managers rated these two services as excellent and only 20 per cent of respondents and managers rated water and electricity supply services as satisfied and average, respectively. Fifty eight percent of respondents were highly satisfied at resorts sanitation and drainage and sewerage system, while rests of the respondents (42%) were satisfied with these two services. Majority of the managers (73.33 %) rated sanitation, drainage and sewerage and garbage disposal system as excellent and only 6.67 per cent of managers rated these facilities as not available/lacking. More than half (52%) of the respondents were highly satisfied with the sanitation, drainage and sewerage and garbage disposal system facility available at resorts and rest were satisfied with these essential services.

#### **4.2.8 RECREATION SERVICES**

The data collected on respondent's level of satisfaction and standard of different recreation services (children's play park, parks, sports center, cinema halls, clubs, golf clubs, health club, rock climbing, boating, exhibition/mela/fair and swimming pool) available at resorts have been given in Table 4.10. The results indicated that 46.0 and 50.0 per cent of the respondents were highly satisfied with children's play park and play services, respectively. While only 6.0 per cent of the respondents rated these two services as deficit. On the other hand larger number of managers (66.67%) rated children's play park and parks facility as excellent and only 6.67.0 % as deficit/lacking. The data further showed that majority of the respondents

(94.0 %) revealed the sports center service was deficit/lacking and only 4.0 per cent of respondents were satisfied with this facility. Almost identical numbers of managers i.e. 93.33 and 6.67 per cent rated sports center facility as deficit and excellent, respectively. All the respondents revealed that cinema halls facility/service is deficit, while 93.33 per cent of the managers rated this facility as not available. Facilities of clubs, golf clubs and health clubs were deficit as revealed by 88.0, 100.0 and 94.0 per cent of the respondents, respectively and only 6.0 per cent of respondents rated clubs and healthy clubs as highly satisfied. On the other hand 73.33, 93.33 and 80.0 per cent of the managers revealed that clubs, golf clubs and health clubs services are not available, respectively. A smaller proportion of managers i.e. 20.0, 6.67 and 20.0 per cent rated these facilities as excellent. All the respondents revealed that the rock climbing and exhibition/mela/fair facility was deficit, while 93.33 per cent of the managers rated these two services as not available and rest as excellent at the evaluated resorts. A larger number of the respondents (74.0 %) revealed the boating facility as deficit while only 20.0 % of the respondents were highly satisfied with his facility. On the other hand 60.0 and 33.33 % of the managers rated boating facility as not available and excellent, respectively. The lack golf club and rock climbing facilities at resorts may be due to more space requirement and unavailability of hill/mountains in most parts of state, respectively.

**Table 4.10: Level of satisfaction of respondents and standard of Recreation services of Resorts**

		RECREATION FACILITIES (H)										Swimming Pool	Indoor/ out door games
		Children's play park	Parks	Sports center	Cinema halls	Clubs	Golf club	Health club	Rock climbing	Boating	Exhibition/ Mela/fair		
Respondents													
Frequencies (Percent)													
Highly satisfied	23 (46.0)	25 (50)	0 (0.0)	0 (0.0)	0 (0.0)	3 (6.0)	0 (0.0)	3 (6.0)	0 (0.0)	10 (20)	0 (0.0)	3 (6.0)	0 (0.0)
Satisfied	24 (48.0)	22 (44)	3 (6.0)	3 (6.0)	0 (0.0)	3 (6.0)	0 (0.0)	0 (0.0)	0 (0.0)	1 (2.0)	0 (0.0)	0 (0.0)	6 (12.0)
Less satisfied	0 (0.0)	0 (0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	2 (4.0)	0 (0.0)	0 (0.0)	0 (0.0)
Deficit	3 (6.0)	3 (6)	47 (94.0)	50 (100.0)	44 (88.0)	50 (100.0)	50 (100.0)	47 (94.0)	50 (100.0)	37 (74.0)	50 (100.0)	47 (94.0)	44 (88.0)
Total	50 (100)	50 (100)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Weighted mean	3.34	3.38	1.12	1	1.3	1	1	1.18	1	1.68	1	1.18	1.24
Percent	83.5	84.5	28	25	32.5	25	25	29.5	25	42	25	29.5	31
Pooled Rank	9	7	26	26	22	27	27	25	27	19	27	25	24

Managers																				
Excellent	10.0 (66.67)	10.00 (66.67)	1.00 (6.67)	1.00 (6.67)	3.0 (20.00)	1.0 (6.67)	3.0 (20.00)	1.0 (6.67)	5.0 (33.33)	1.0 (6.67)	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)	3.0 (20.0)
Average	4.0 (26.67)	4.00 (26.67)	0.0 (0.0)	0.0 (0.0)	1.0 (6.67)	0.0 (0.0)	1.0 (6.67)	0.0 (0.0)	1.0 (6.67)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	1.0 (6.67)	1.0 (6.67)	14.0 (93.33)	14.0 (93.33)	11.0 (73.33)	14.0 (93.33)	12.0 (80.00)	14.0 (93.33)	9.0 (60.00)	14.0 (93.33)	12.0 (80.00)	12.0 (80.00)	12.0 (80.00)	12.0 (80.00)	12.0 (80.00)	12.0 (80.00)	12.0 (80.00)	12.0 (80.00)	12.0 (80.00)	12.0 (80.00)
Total	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)	15 (100)
Weighted mean	3.53	3.53	1.20	1.20	1.73	1.20	1.60	1.20	2.13	1.20	1.60	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20	1.20
Percent	88.33	88.33	30.00	30.00	43.33	30.00	40.00	30.00	53.33	30.00	40.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00	30.00



The possible reason for rating the exhibition/mela as lacking by respondents might be as their stay period might have not matched/coincide with the period of exhibition/fair as these functions are organized for few days and in specific months of the year.

#### **4.2.9 MISCELLANEOUS SERVICES**

The data collected on respondent's satisfaction level and standard of different miscellaneous services (service station/repair shop, petrol pump, tourist information bureau, tourist agencies, bank facility/ATM and sight seeing tours) have been presented in Table 4.11. The results showed that service station/repair shop facility is largely deficit as revealed by 94.0 per cent of the respondents, while 93.33 per cent of the managers rated his service as not available or lacking. Petrol pump and tourist information bureau facility was revealed deficit by 72.0 and 68 per cent of the respondents, while 28.0 and 6.0 per cent of the respondents rated petrol pump and tourist information bureau facility as highly satisfied, respectively. On the other hand 60.0 % of the managers rated these two facilities as not available/lacking, while 40.0 and 26.67 per cent of the managers rated petrol pump and tourist information bureau facility as excellent, respectively. All respondents (100.0%) rated other facilities like tourist agency, bank facility and sight seen tours were rated as deficit. Contrary to it only 93.33 per cent of the managers rated these facilities as not available and rest as excellent. The possible reason for variation in the views of respondents and managers for tourist agency, Bank/ATM and sight scene tours facilities be due the availability of these services at one or two resorts located in the city centers as well as ignorance of the respondents as they do not enquire about these services during their short stay in resorts.

**Table 4.11: Level of satisfaction of respondents and standard of miscellaneous services of Resorts (N=50)**

Respondents	MISCELLANEOUS FACILITIES (I)					
	Service station/repair shop	Petrol pump	Tourist information bureau	Tourist agencies	Bank facilities/ATM	Sight scene tours
Frequencies (Percent)						
Highly satisfied	0 (0.0)	14 (28.0)	3 (6.0)	0 (0.0)	0 (0.0)	0 (0.0)
Satisfied	3 (6.0)	0 (0.0)	10 (20.0)	0 (0.0)	0 (0.0)	0 (0.0)
Less satisfied	0 (0.0)	0 (0.0)	3 (6.0)	0 (0.0)	0 (0.0)	0 (0.0)
Deficit	47 (94.0)	36 (72.0)	34 (68.0)	50 (100.0)	50 (100.0)	50 (100.0)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	1.12	1.84	1.64	1	1	1
Percent	28	46	41	25	25	25
Pooled Rank	26	17	20	27	27	27
<b>Managers</b>						
Excellent	1.0 (6.67)	6.0 (40.0)	4.0 (26.67)	1.0 (6.67)	1.0 (6.67)	1.0 (6.67)
Average	0.0 (0.0)	0.0 (0.0)	2.0 (13.33)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	14.0 (93.33)	9.0 (60.0)	9.0 (60.0)	14.0 (93.33)	14.0 (93.33)	14.0 (93.33)
Total	15.0 (100.0)	15.00 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.)	15.0 (100.0)
Weighted mean	1.20	2.20	2.07	1.20	1.20	1.20
Percent	30.00	55.00	51.67	30.00	30.00	30.00

**Table 4.12: Pooled mean of level of satisfaction of respondents and standard of services in resorts**

**N=50**

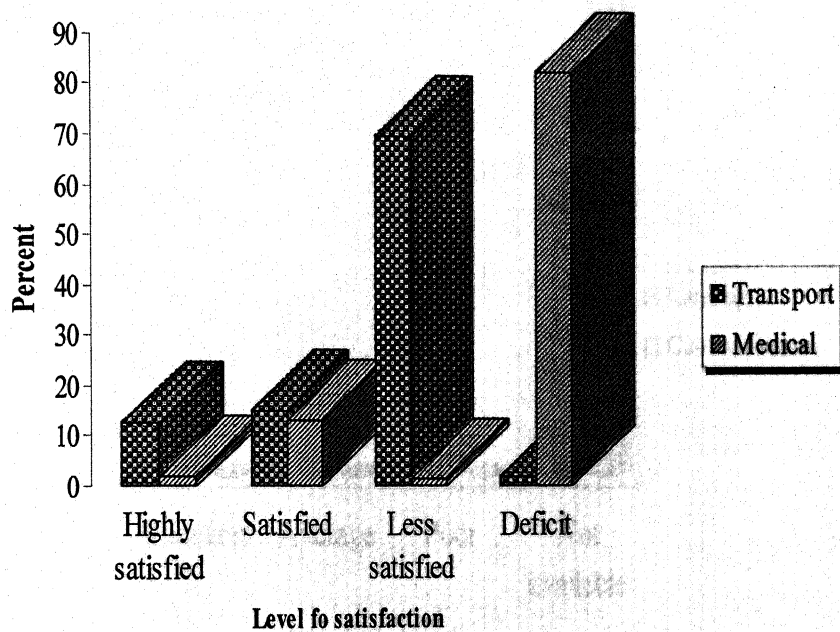
FACILITIES /SERVICES AVAILABLE AT RESORTS									
Respondents	Accommodation	Catering	Communication	Transport	Medical	Shopping	Essential	Recreation	Miscellaneous
Frequencies (Percent)									
Highly satisfied	27.2 (54.4)	22.29 (42.57)	0.75 (1.50)	6.4 (12.85)	1.0 (2.0)	7.2 (14.5)	28.0 (56.0)	5.58 (11.16)	2.8 (5.60)
Satisfied	9.2 (17.2)	18.71 (49.11)	0.25 (0.50)	7.57 (15.14)	6.61 (13.33)	4.85 (9.7)	22.0 (44.0)	4.91 (9.83)	2.16 (4.33)
Less satisfied	0	0 (0)	0.5 (1.0)	35.00 (70.0)	0.61 (1.33)	0.2 (0.5)	0 (0)	0.16 (0.33)	0.5 (1.0)
Deficit	14.2 (28.4)	10 (20)	48.5 (97.0)	1.0 (2.0)	41.66 (83.3)	37.5 (75.10)	0 (0)	35.41 (78.66)	44.5 (89.0)
Total	50 (100.0)	50 (100)	50 (100)	50 (100.0)	50 (100)	50 (100)	50 (100.0)	50 (100)	50 (100)
Wt mean	2.97	3.02	1.065	1.70	1.34	1.63	3.56	1.53	1.26
Percent	74.4	75.60	26.62	42.71	33.50	40.92	89.0	38.37	31.66



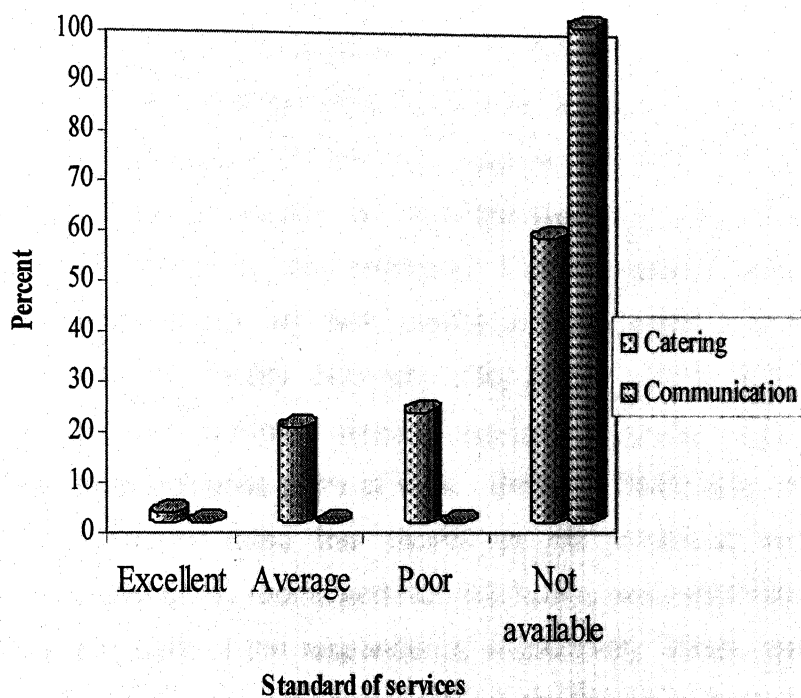
Managers																	
Frequencies (Percent)																	
Excellent	10.0 (67.85)	9.42 (62.85)	0.25 (1.66)	2.28 (15.23)	1.33 (8.89)	3.42 (22.80)	11.0 (77.33)	3.5 (23.33)	2.33 (15.55)								
Average	1.0 (6.66)	2.57 (17.14)	0.25 (1.66)	2.28 (15.23)	1.00 (6.66)	0.4 (2.80)	3.0 (20.0)	0.91 (6.11)	0.33 (2.21)								
Poor	0.0 (0.0)	0 (0)	0 (0)	0 (0)	0.30(2.22 )	0 (0)	0 (0)	0 (0)	0 (0)								
Not available	4.0 (26.66)	3 (20.0)	14.5 (96.6)	10.42 (69.52)	12.3 (82.22)	11.14 (74.28)	1.0 (6.67)	11.5 (70.55)	12.33 (82.22)								
Total	15.0 (100.0)	15 (100)	15.0 (100.0)	15 (100)	15.0 (100.0)	15 (100)	15.0 (100.0)	15 (100)	15.0 (100.0)								
Weighted mean	3.13	3.23	1.08	1.76	1.42	1.74	3.60	1.82	1.51								
Percent	78.33	80.71	27.08	44.05	35.55	43.57	90.00	45.55	37.78								

The results compiled as pooled mean of level of satisfaction of respondents and standard of services in resorts have been compiled in Table 4.12. As a whole accommodation services was viewed as highly satisfied by more than half of the respondents (54.4%), however more number of managers (67.85 %) rated this facility as excellent. The accommodation facility was viewed as deficit/unavailability by almost equal number of respondents and managers (28.4 Vs 26.66%). Data on catering services divulge that 42.57 and 49.11 % of the respondents rated this facility as highly satisfied and satisfied, respectively. On the other hand higher number of managers (62.85%) rated this facility as excellent. The communication facilities were very poor/ below the satisfaction of respondents as only 1.50 and 0.5% of the respondents were highly satisfied and satisfied, respectively. About 97% of the respondents as well as managers rated this facility as deficit or not available at resorts. Nearly 70% of the managers revealed transport facility as not available while 82% of both respondents and managers rated the medical facility as deficit or not available at resorts under study (Fig 4.6 and Fig 4.7). Higher number of respondents (78.66%) rated the recreation facility as deficit against 70.55 % of respondents who reveal this facility as not available. As a whole it is evident from the results that most of the facilities are deficit or not available as revealed both by visitors/respondents and resort managers/authorities. Thus, there is lot of scope for improving the facilities particularly communication, transport, recreation and shopping at resorts to attract large number of visitors to boost Haryana tourism industry.

**Fig 4.6: Respondents level of satisfaction regarding transport and medical facilities at resorts**



**Fig 4.7: Standard of transport and medical services  
revealed by resort managers**



## **4.3 HOTELS**

The results on the respondents/visitors satisfaction level and standard of various kinds of services rendered by or available at the hotels are described and discussed here.

### **4.3.1 ACCOMMODATION SERVICE**

The data on the respondent's satisfaction level standard of accommodation facilities (conference/meeting halls, AC rooms, Non-AC rooms, double rooms and single rooms) available at hotels have been given in Table 4.13. Majority of the respondents (82.0%) revealed the conference/meeting halls facility as deficit/lacking and remaining 18.0 percent rated this facility as less satisfying. This is possibly because the meetings halls/conferences are held mostly in government departmental buildings that have this facility. Secondly utility of this service is limited as very few conferences or business meetings are held in smaller cities that are less important from business point of view. Similarly 86.67 and 13.33 per cent of the managers rated this facility as not available and poor, respectively. Facility of AC rooms and Non-AC rooms was rated satisfied by 74.0 and 76.0 per cent of the respondents, respectively. While rest of the respondents rated this service as less satisfied. On the other hand 60.0 and 53.33 percent of the managers rated AC rooms and Non-AC room's facility as average, respectively and rest ranked these services under poor category. With double room facility 46.0 and 54.0 per cent of respondents were satisfied and less satisfied, respectively. Eighteen percent of the respondents revealed the single room facility as deficit/lacking, while 20.0 and 62.0 per cent of respondents were satisfied and less satisfied, respectively with this facility.

**Table 4.13: Level of satisfaction of respondents and standard of accommodation services of Hotels (N=50)**

Respondents	ACCOMMODATION FACILITIES (A)				
	Conference/ Meeting halls	AC rooms	Non- AC rooms	Double room	Single room
Mean	3.82	2.26	2.24	2.54	2.98
sd	0.384187	0.438634	0.427083	0.498397	0.616117
Frequencies (Percent)					
Highly satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Satisfied	0 (0)	37 (74.0)	38 (76.0)	23 (46.0)	10 (20.0)
Less satisfied	9 (18)	13 (26.0)	12 (24.0)	27 (54.0)	31 (62.0)
Deficit	41 (82)	0 (0)	0 (0)	0 (0)	9 (18.0)
	50 (100)	50 (100)	50 (100)	50 (100)	50 (100)
Wt mean	1.18	2.74	2.76	2.46	2.02
Percent	29.5	68.5	69	61.5	50.5
Pooled Rank	16	7	6	11	13
<b>Managers</b>					
Frequencies (Percent)					
Excellent	0.0 (0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Average	0.0 (0.0)	9.0 (60.0)	8.0 (53.33)	0.0 (0.0)	0.0 (0.0)
Poor	2.0 (13.33)	6.0 (40.0)	7.0 (46.67)	15.0 (100.0)	14.0 (93.33)
Not available	13.0 (86.67)	0.0 (0.0)	0.0 (0)	0.0 (0)	1.0 (6.67)
	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.13	2.60	2.53	2.00	1.93
Percent	28.33	65.00	63.33	50.00	48.33



Shopping facility was rated as highly satisfied and deficit by 14.5 and 75.10 % of respondents, respectively, while on the other hand 22.80 and 74.28 % of the managers rated this facility as excellent and not available, respectively. Recreation and miscellaneous services were also deficit/not available as revealed by 78.66 and 89.0 % of respondents and 70.55 and 82.22% of managers, respectively.

Double room and single room facility was rated poor by 100.0 and 93.33 per cent of managers, respectively and only 6.67 % of managers rated single room facility as not available/lacking.

#### **4.3.2 CATERING SERVICES**

Results incurred on the respondent's satisfaction level vis-à-vis standard of different catering services (fast food center, cafeteria, bar, vegetarian food, non-vegetarian food, room service and local food specialty) have been compiled in Table 4.14. The data indicated that fast food center, cafeterias and bar services were deficit as revealed by 100 per cent of the respondents/visitors. Similarly, all the managers (100%) of the hotels rated these three catering services as not available/lacking. As hotels have the restaurants/dinning halls to cater the food needs of visitors and that is why fast food centers and cafeterias are normally not available in hotels. With the service of vegetarian food 6, 74 and 20 per cent of the respondents were highly satisfied, satisfied and less satisfied, respectively. This service was rated as average and poor by 40 and 60 per cent of the managers, respectively.

**Table 4.14: Level of satisfaction of respondents and standard of catering services of Hotels**

Respondent	CATERING FACILITIES (B)						
	Fast food center	Cafeterias	Bar	Vegetarian food	Non vegetarian food	Room service	Local food specialty
Frequencies (Percent)							
Highly satisfied	0 (0)	0 (0)	0 (0)	3 (6.0)	0 (0)	12(24.0)	0 (0)
Satisfied	0 (0)	0 (0)	0 (0)	37 (74.0)	36 (72.0)	26 (52.0)	0 (0)
Less satisfied	0 (0)	0 (0)	0 (0)	10 (20.0)	14 (28.0)	12 (24.0)	0 (0)
Deficit	50 (100)	50 (100)	50(100)	0 (0)	0 (0)	0 (0)	50 (100)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	1	1	1	2.86	2.72	3	1
Percent	25	25	25	71.5	68	75	25
Pooled Rank	17	17	17	4	8	2	17
<b>Managers</b>							
Excellent	0.0(0.0)	0.0 (0.0)	0.0(0.0)	0.0 (0.0)	0.0(0.0)	2.0(13.33)	0.0 (0.0)
Average	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	6.0 (40.0)	7.0 (46.67)	7.0 (46.67)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	9.0 (60.0)	8.0 (55.33)	6.0 (40.0)	0.0 (0.0)
Not available	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	15.0 (100.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.00	1.00	1.00	2.40	2.47	2.73	1.00
Percent	25.00	25.00	25.00	60.00	61.67	68.33	25.00



Non-vegetarian food facility was revealed satisfied and less satisfied by 72 and 28 % of the respondents, while 46.67 and 53.33 per cent of the managers rated this catering service as average and poor, respectively. Local food facility in the surveyed hotels was deficit/not available as revealed by the respondents and managers. This is because of the fact in hotels visitors from different parts come to stay and normally prefer variety of foods to choose according to their preference rather to prefer the local food. Room service facility was revealed by 24, 52 and 24 per cent of the respondents as highly satisfied, satisfied and less satisfied, respectively. However, 13.33, 46.67 and 40 per cent of the managers rated room service as excellent, average and poor, respectively.

#### **4.3.3 COMMUNICATION SERVICES**

The information collected on respondents/visitors satisfaction level and standard of different communication services (telephone booth, internet café, post office/telegraph office and cellular services) available at surveyed hotels have been given in Table 4.15. The results showed that all the communication services under study were deficit as revealed by respondents/visitors. Similarly managers of the surveyed hotels revealed these communication services as lacking/not available. However most of the hotels have room inter come facility and local telephone facility at receptions.

**Table 4.15: Level of satisfaction of respondents and standard of communication services of Hotels**

Respondents	COMMUNICATION FACILITIES (C)			
	Telephone booth	Internet café	Post office/ telegraph office	Cellular services
Frequencies (Percent)				
Highly satisfied	0 (0)	0 (0)	0 (0)	0 (0)
Satisfied	0 (0)	0 (0)	0 (0)	0 (0)
Less satisfied 3	0 (0)	0 (0)	0 (0)	0 (0)
Deficit	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	1	1	1	1
Percent	25	25	25	25
<b>Managers</b>				
Frequencies (Percent)				
Excellent	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Average	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	15.0 (100.0)	14.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Total	15.0 (100.0)	14.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.00	1.00	1.00	1.00
Percent	25.00	25.00	25.00	25.00

#### **4.3.4 TRANSPORT SERVICES**

The results regarding the consumer's satisfaction level and standard of different transport services (package tour, rental taxis, bus service, railway service, local transport, air base and car parking area) available at the hotels have been given in Table 4.16. The package tour and rental taxis services were deficit as revealed both by all the respondents/ visitors and managers. Similar observations were recorded on the bus service and railway service facilities. Regarding the local transport 52.0 and 48.0 per cent of the respondents revealed this facility as satisfied and less satisfied, respectively. Managers on the other hand rated local transport facility as average (6.7%) and poor (93.33 %), respectively. The facility is poor because some private vehicle owners park their vehicles nearby to hotels and are not in the control of hotel manager/authorities. Air base facility was deficit as it was evident from the data collected from respondents and managers. It is because no domestic Indian airline flight operates in Haryana cities and that is why there is no air base for passenger flights. The data on the transport services further revealed that 64.0 and 36.0 per cent of the respondents were satisfied and less satisfied, respectively with the car parking area facility. On the other hand 13.33 and 86.67 per cent of the managers rated car parking area facility as average and poor, respectively. The reason for unavailability of transport services is that managers/authorities of hotels do not have their own vehicles for tourists' transportation that is why visitors/tourists rated these services as lacking.

#### **4.3.5 MEDICAL SERVICES**

The data on the respondent's satisfaction level and standard of different medical services (first aid facility, nearby hospital and ambulance facility) available at surveyed hotels have been presented in Table 4.17.

**Table 4.16: Level of satisfaction of respondents and standard of transport services of Hotels**

Respondents	Transport facilities (D)						
	Package tour	Rental taxies	Bus service	Railway service	Local transport	Air base	Car parking area
Frequencies (Percent)							
Highly satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Satisfied	0 (0)	0 (0)	0 (0)	0 (0)	26 (52.0)	0	32 (64.0)
Less satisfied	0 (0)	0 (0)	0 (0)	0 (0)	24 (48.0)	0	18 (36.0)
Deficit	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	0 (0)	50 (100.0)	0 (0)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	1	1	1	1	2.52	1	2.64
Percent	25	25	25	25	63	25	66
Pooled Rank	17	17	17	17	10	17	9
<b>Managers</b>							
Excellent	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0)
Average	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	1.0 (6.67)	0.0 (0.0)	2.0 (13.33)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	14.0 (93.33)	0.0 (0.0)	13.0 (86.67)
Not available	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	0.0 (0.0)	15.0 (100.0)	0.0 (0.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.00	1.00	1.00	1.00	2.07	1.00	2.13
Percent	25.00	25.00	25.00	25.00	51.67	25.00	53.33

**Table 4.17: Level of satisfaction of respondents and standard of medical services of Hotels**

<b>Respondents</b>	<b>MEDICAL FACILITIES (E)</b>		
	<b>First aid facility</b>	<b>Nearby hospital</b>	<b>Ambulance facility</b>
<b>Frequencies (Percent)</b>			
Highly satisfied	0 (0)	0 (0)	0 (0)
Satisfied	0 (0)	0 (0)	0 (0)
Less satisfied	0 (0)	0 (0)	0 (0)
Deficit	50 (100.0)	50 (100.0)	50 (100.0)
Total	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	1	1	1
Percent	25	25	25
<b>Managers</b>			
Excellent	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Average	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.00	1.00	1.00
Percent	25.00	25.00	25.00

The results revealed that none of the medical facility was available or were deficit as narrated both by all the respondents and managers of the hotels. This shows that this service is one of the most neglected but an important service that should be provided at the hotels. The managers/authority of hotels think that need for medical services for them is almost negligible and if there is need/emergency they can arrange the same for their customers (visitors) and that is why there is no need develop medical services in hotels.

#### **4.3.6 SHOPPING SERVICES**

Results on respondent's satisfaction level and standard of various shopping services (food and merchandise for everyday use, drug store, emporium for handlooms and handicrafts, special shopping arcades for local art & craft, photograph shop, laundries and barber shop) have been given in Table 4.18. Data revealed that a number of shopping services like food merchandise for every day use, emporium for handlooms an handicrafts, special shopping arcades for local art and craft, photograph shops and barber shops are deficit as revealed by 100.9 % of the respondents. Similarly all the managers rated these shopping services as not available. The data further revealed that 60.0 per cent of the respondents rated drug store facility as deficit and only 40.0 per cent of them were less satisfied with this shopping facility. Majority of the managers (66.67 %) rated drug shop facility as not available and only 33.33 per cent as of poor standard in the hotels. With the availability of laundries service 40.0 per cent of the respondents were highly satisfied, while 36.9 and 24.0 per cent of the respondents were satisfied and poorly satisfied, respectively with this facility at hotels. The data further indicated that 46.67 and 53.33 per cent of the managers rated the laundries facility as average and poor, respectively.

**Table 4.18: Level of satisfaction of respondents and standard of shopping services of Hotels**

		<b>SHOPPING FACILITIES (F)</b>					
<b>Respondents</b>	<b>Food &amp; merchandise for every day use</b>	<b>Drug store</b>	<b>Emporium for handlooms &amp; handicrafts</b>	<b>Special shopping archades for local art &amp; craft</b>	<b>Photograph shop</b>	<b>Laundries</b>	<b>Barber shop</b>
Frequencies (Percent)							
Highly satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	20 (40.0)	0 (0)
Satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	18 (36.0)	0 (0)
Less satisfied	0 (0)	20 (40.0)	0 (0)	0 (0)	0 (0)	12 (24.0)	0 (0)
Deficit	50 (100.0)	30 (60.0)	50 (100.0)	50 (100.0)	50 (100.0)	0 (0)	50 (100.0)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	1	1.4	1	1	1	3.16	1
Percent	25	35	25	25	25	79	25
Pooled Rank	17	15	17	17	17	1	17
<b>Managers</b>							
Excellent	0.0 (0.0)	0.0 (0.0)	0.0 (0)	0.0 (0.0)	0.0 (0)	0.0 (0)	0.0 (0)
Average	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	7.0 (46.67)	0.0 (0.0)
Poor	0.0 (0.0)	5.0 (33.33)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	8.0 (53.33)	0.0 (0.0)
Not available	15.0 (100.0)	10.0 (66.67)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	0.0 (0.0)	15.0 (100.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	1.00	1.33	1.00	1.00	1.00	2.47	1.00
Percent	25.00	33.33	25.00	25.00	25.00	61.67	25.00

#### **4.3.7 ESSENTIAL SERVICES**

The data regarding the respondent's satisfaction level and standard of numerous essential services (water supply, electricity supply, sanitation, drainage and sewerage system and garbage disposal system) have been presented in Table 4.19. The data indicate that 82 % of the respondents were satisfied with water supply while rest of them (18%) were less satisfied with this facility available at hotels. On the other hand large number of managers (86.67 %) rated water supply facility as poor and 1.33 per cent as average.

Regarding the electricity supply at hotels 88 % of the respondents/visitors were satisfied and 12 % of them were less satisfied. Like water supply similar number of managers (86.67 and 13.33 %) rated electricity supply as poor and average, respectively. With the sanitation service 46 and 54 per cent of the respondents/visitors were satisfied and less satisfied, respectively. Majority of the managers (93.33%) rated the sanitation service as poor and remaining 6.67 per cent as poor at surveyed hotels. Drainage and sewerages system was rated as satisfied and less satisfied by 22 and 78 per cent of the respondents, while 86.67 and 13.33 per cent of the managers rated this facility as of poor and average standard, respectively. All the respondents (100%) were satisfied with the garbage disposal system. Similarly all the managers (100%) ranked this facility as of poor standard.



**Table 4.19: Level of satisfaction of respondents and standard of essential services of Hotels**

Respondents	ESSENTIAL FACILITIES (G)				
	Water supply	Electric city supply	Sanitation	Drainage and sewerage system	Garbage disposal system
Frequencies (Percent)					
Highly satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Satisfied	41 (82.0)	44 (88.0)	23 (46.0)	11(22.0)	0 (0)
Less satisfied	9 (18.0)	6 (12.0)	27 (54.0)	39 (78.0)	50 (100.0)
Deficit	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	2.82	2.88	2.46	2.22	2
Percent	70.5	72	61.5	55.5	50
Pooled Rank	5	3	11	12	14
<b>Managers</b>					
Excellent	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Average	2.0 (13.33)	2.0 (13.33)	1.0 (6.67)	2.0 (13.33)	0.0 (0.0)
Poor	13.0 (86.67)	13.00 (86.67)	14.0 (93.33)	13.0 (86.67)	15.0 (100.0)
Not available	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	2.13	2.13	2.07	2.13	2.00
Percent	53.33	53.33	51.67	53.33	50.00

#### 4.3.8 RECREATION SERVICE

Results on respondent's satisfaction level and standard of different recreation facilities/services (children's play park, parks, sports center, cinema halls, clubs, golf clubs, health club, rock climbing, boating, exhibition/mela/fair and swimming pool) available at hotel have been presented in Table 4.20. The data showed that majority of the respondents (64 %) were satisfied with the children's park facility, while rest (36 %) were less satisfied with this facility available at the hotels. On the other hand 40 and 60 percent of the managers rated children's play park facility as average and poor, respectively.

Parks facility was deficit as evident from the results inferred from the views of both respondents and managers. Similarly other recreation facilities like sports center, cinema halls, clubs, golf club, health club, rock climbing and boating were deficit or not available at the surveyed hotels as revealed by 100 % of the respondents and managers. Recreation facilities like golf club, sports center, cinema halls, rock climbing and boating require large land area and different kind of land topography like hills for rock climbing, lake or river for boating and such types of typical situations are not available in the locations of evaluated hotels. That is why these recreation services are not available in hotels under present study.



[illegible]

#### 4.3.9 MISCELLANEOUS SERVICES

The data regarding respondent's satisfaction level and standard of miscellaneous services (service station/repair shop, petrol pump, tourist information bureau, tourist agencies, bank facilities/ATM and sight seeing tours) offered by hotels have been compiled in Table 4.21. The results indicated that none of the facilities put in miscellaneous services was available at hotels as revealed by all the respondents and managers. So there is ample scope to incorporate some of the essential services like tourist information bureau, bank facility and sight seeing tours services to attract the visitors/ tourists. Services like service station/repair shop and petrol pump require more space and where hotels are usually located availability of land is a very costly and limited. Thus land scarcity and its higher cost seem to be the possible reasons for lack of these two facilities in hotels.

The pooled data on the different facilities available in hotels has been compiled in Table (4.22). None of the respondents rated the accommodation facility as excellent. This facility was rated as satisfactory and deficit by 43.2 and 20.0 % of respondents. On the other hand 22.66 and 18.66% of the managers reveal this facility as average and not available. Catering and communication facilities were rated as deficit at hotels by 57.14 and 100 % respondents, respectively (Fig 4.8). Similarly similar number of managers reveals these facilities as deficit (Fig 4.9). Regarding the medical services at evaluated hotels there was similarity in the views of both respondents and managers as none of the medical facility was available. There was difference in the opinion of

respondents and managers on the transport facility as only 71.42 % of respondents against 100% of the managers rated this facility as lacking/deficit. The possible reason that there might be some private vehicles operating in the locality of hotels without the control of hotel authorities mean hotel authorities officially do not provide the transport services. Shopping, essential and recreation facilities were rated as deficit by 80.0, 0.0 and 91.66 % of respondents and managers each at the hotels under study. It means there was common opinion of respondents and managers regarding these facilities (Fig 4.10 and Fig 4.11).

These results on different services/facilities available at hotels indicate that none of the services except catering (4.28 and 1.90%) was rated as highly satisfied or excellent by respondents and managers. Some of the facilities like communication, medical and miscellaneous services were completely lacking/deficit at hotels. This shows a tremendous potential to promote the tourism through the development of these facilities at hotels.

**Table 4.21: Level of satisfaction of respondents and standard of miscellaneous services of Hotels (N=50)**

Respondents	Miscellaneous facilities (I)					
	Service station/repair shop	Petrol pump	Tourist information bureau	Tourist agencies	Bank facilities/ATM	Sight scene tours
Frequencies (Percent)						
Highly satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Satisfied	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Less satisfied	0 (0)	0 (0)	0(0)	0 (0)	0 (0)	0 (0)
Deficit	50 (100.0)	50 (100)	50 (100)	50 (100)	50 (100.0)	50 (100)
Total	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)	50 (100.0)
Wt mean	1	1	1	1	1	1
Percent	25	25	25	25	25	25
<b>Managers</b>						
Excellent	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Average	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Poor	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Not available	15(100)	15.0 (100)	15.0 (100.0)	15.0 (100.0)	15. 0 (100.0)	15.0 (100.0)
Total	15 (100)	15 (100)	15 (100)	15 (100)	15.0 (100)	15.0 (100)
Weighted mean	1.00	1.00	1.00	1.00	1.00	1.00
Percent	25.00	25.00	25.00	25.00	25.00	25.00

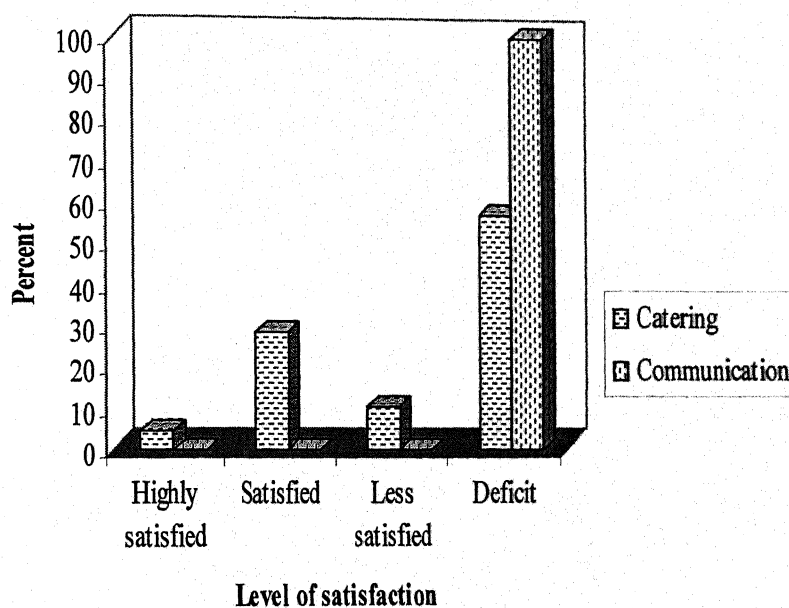
**Table 4.22: Pooled mean of level of satisfaction of respondents and standard of services in Hotels**

Respondents	FACILITIES /SERVICES AVAILABLE AT HOTELS								
	Accommodation	Catering	Communication	Transport	Medical	Shopping	Essential	Recreation	Miscellaneous
Frequencies (Percent)									
Highly satisfied	0 (0)	2.14 (4.28)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	2.85 (5.71)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Satisfied	21.6 (43.2)	14.14 (28.28)	0.0 (0.0)	8.28 (16.57)	0.0 (0.0)	2.57 (5.14)	23.8 (47.6)	2.66 (5.33)	0.0 (0.0)
Less satisfied	18.4 (36.8)	5.14 (10.28)	0.0 (0.0)	6.0 (12.0)	0.0 (0.0)	4.57 (9.14)	26.2 (52.4)	1.5 (3.0)	0.0 (0.0)
Deficit	10.0 (20.0)	28.57 (57.14)	50.0 (100.0)	35.71 (71.42)	50.0 (100.0)	40.0 (80.0)	0.0 (0.0)	45.8 (91.66)	50.0 (100.0)
Total	50.0 (100.0)	50.0 (100.0)	50.0 (100.0)	50.0 (100.0)	50.0 (100.0)	50.0 (100.0)	50.0 (100.0)	50.0 (100.0)	50.0 (100.0)
Wt mean	2.23	1.797	1.0	1.45	1.0	1.36	2.476	1.136	1.0
Percent	55.86	44.92	25.0	36.28	25.0	34.14	61.90	28.41	25.0

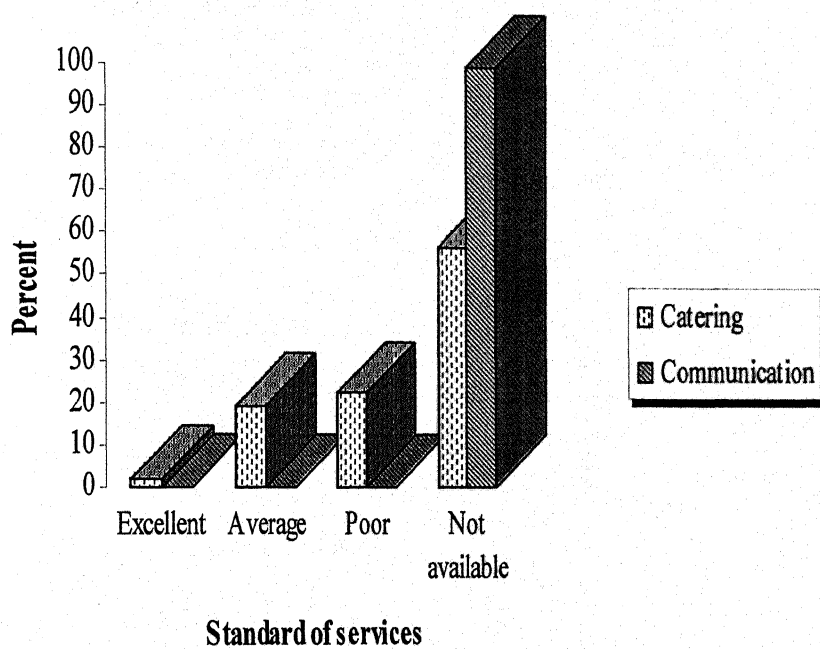


Managers									
Frequencies (Percent)									
Excellent	0.0 (0.0)	0.28 (1.904)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)	0.0 (0.0)
Average	3.4 (22.66)	2.85 (19.04)	0.0 (0.0)	0.42 (0.84)	0.0 (0.0)	1.0 (6.66)	1.4 (9.33)	0.5 (3.33)	0.0 (0.0)
Poor	8.8 (58.66)	3.28 (22.19)	0.0 (0.0)	3.85 (25.71)	0.0 (0.0)	1.85 (12.38)	13.6 (90.66)	0.75 (5.0)	0.0 (0.0)
Not available	2.8 (18.66)	28.57 (57.14)	15.0 (100.0)	21.42 (71.42)	15.0 (100.0)	12.15 (80.96)	0.0 (0.0)	13.75 (91.66)	50.0 (100.0)
Total	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)	15.0 (100.0)
Weighted mean	2.04	1.66	1.00	1.31	1.00	1.26	2.09	1.12	1.00
Percent	51.00	41.43	25.00	32.86	25.00	31.43	52.33	27.92	25.00

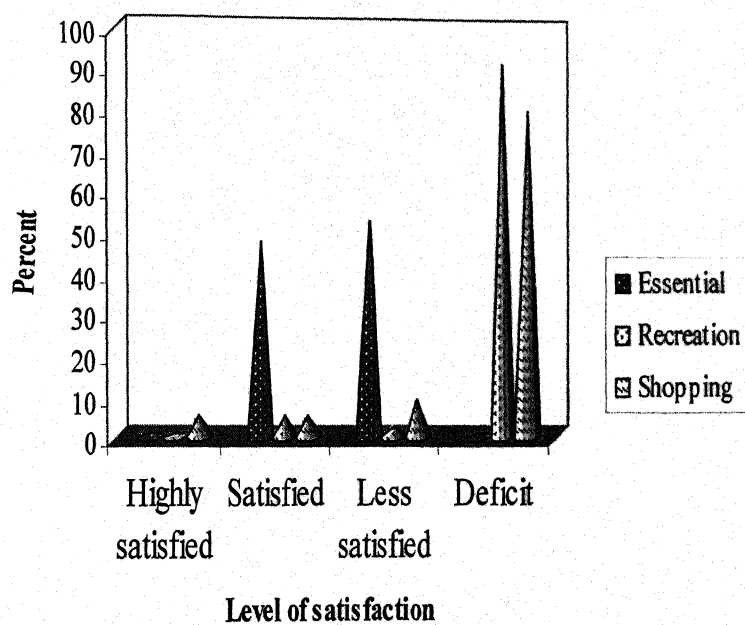
**Fig 4.8: Respondents satisfaction level regarding catering and communication facilities at hotels**



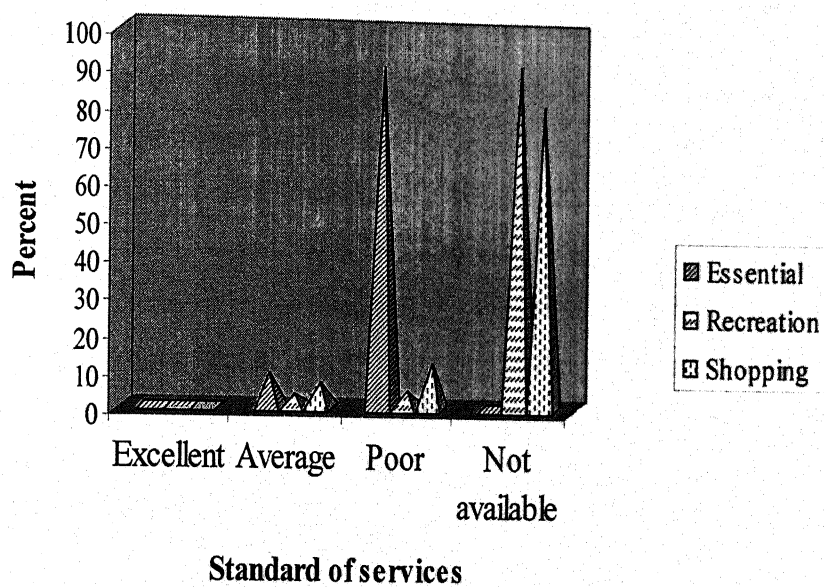
**Fig 4.9: Standard of catering and communication services revealed by hotel managers**



**Fig 4.10: Responents satisfaction level regarding essential, recreation and shopping services at hotels**



**Fig 4.11: Standard of essential, recreation and shopping services revealed by hotel managers**



## **4.4 CORRELATION COEFFICIENT**

### **Correlation between respondents' profile and satisfaction level for resort and hotel facilities**

The data collected for satisfaction level was further analysed to find out the relationship with respondents/tourist profile. A cursory look on table 4.23 indicates that sex and purpose of visit were negative related to respondents profile at 1 percent level of probability. This relationship reveals that satisfaction decrease with the female respondents. Results on correlation between socio economic variables of respondents and satisfaction level with resort facilities revealed that there was negative correlation of respondent's satisfaction with level of facilities available at resorts except medical facility where correlation was poor. Sex and purpose of visit of resort respondents have a negative correlation with all the facilities available at resorts. On the other hand occupation and number of visits tended to have positive correlation with the facilities. Occupation of respondents have significant ( $P < 0.01$ ) positive correlation 'r' with transport (0.5439) and miscellaneous facilities (0.5109).

In case of hotel there was significant ( $P < 0.05$ ) negative correlation between the profile variables and facilities except essential services where all the socio personal variables of respondents have positive correlation between facilities and satisfaction level. Occupation was positively associated with all the facilities except catering service. Amount of money spent by respondents was negatively correlated with most of the facilities except catering and essential services. Respondents satisfaction level correlation was more at hotels than resorts.

**Table 4.23: Correlation coefficient between respondents' profile and satisfaction level for resorts facilities**

N=50

Profile	Sex	Occupation	Income	Far travel	Amount spent	Number of Visits	Purpose of Visit
Accommodation	-0.3354*	0.2588	-0.0369	0.012	0.2233	0.0146	-0.2059
Catering	-0.1242	0.0271	0.3334*	0.3471*	-0.1723	0.1124	-0.2398
Communication	-0.2174	0.0793	-0.3378*	-0.3173	-0.2339	-0.0803	-0.2980*
Transport	-0.7687**	0.5439**	-0.1698	0.2801*	0.0868	0.0585	-0.5277**
Medical	-0.1783	-0.1128	-0.0937	0.2947*	-0.013	0.1313	-0.3644**
Shopping	-0.2894*	0.2239	0.0764	0.0118	-0.1839	0.0217	-0.2059
Recreation	-0.065	-0.1635	0	0.0654	-0.1342	0.216	-0.052
Essential	-0.4097**	0.2935*	0.158	0.3550**	0.2003	0.3565**	-0.4315**
Miscellaneous	-0.5731**	0.5109**	0.0364	0.1157	0.2483	0.0445	-0.3566**
Total	-0.5109**	0.3231*	0.0853	0.2327	0.0367	0.1778	-0.4372**

\* Significant at 5 percent level of probability,

\*\* Significant at 1 percent level of probability

**Table: 4.24 Correlation coefficient between respondents' profile and satisfaction level for Hotel facilities**

N=50

Profile	Sex	Occupation	Income	Far Travel	Amount spent	Purpose of visit
Accommodation	0.14445	0.002	-0.0705	-0.0956	-0.1376	0.25916
Catering	0.0084	-0.0888	0.04569	-0.115	0.1119	0.2805*
Transport	0.4135**	0.4444**	-0.0417	0.4276**	-0.4577**	0.0081
Shopping	0.1374	0.2557	-0.0925	0.2201	-0.4193**	-0.3223*
Recreation	-0.0809	0.0619	-0.0963	0.0559	-0.1556	-0.4234**
Essential	0.2894	0.3455*	0.068	0.15811	0.1623	0.053
Total	0.2768*	0.3374*	0.079	0.2337	-0.4474**	-0.1215

\* Significant at 5 percent level of probability,

\*\* Significant at 1 percent level of probability



## RANK CORRELATION

The results incurred on rank correlation coefficient of facilities between respondents and managers of resorts and hotels have been presented in table 4.25 and 4.26, respectively. A significant ( $P < 0.05$ ) rank correlation coefficient was observed (more than  $r = 0.80$ ) on respondents and managers views and different facilities available at resorts. However rank correlation coefficient value was poor ( $r = 0.50$ ) for recreation facility available at resorts. On the other hand for hotels there was very strong rank correlation ( $r = 1.00$ ) between respondents and manager's views for transport, shopping, essential and miscellaneous services. No rank correlation was observed for medical service in both resort and hotels managers and respondents.

For most of the services except communication (1.00 for resorts and 0.80 for hotels) rank correlation value was more for hotels than resorts. It means respondents rated the hotel facilities better than resorts. The possible reason for such a higher value of correlation for communication in resorts and transport, shopping, essential and miscellaneous services in hotels might be due to fact that these facilities are absent or lacking on resorts and hotels, respectively.

**Table 4.25: Rank correlation coefficients of facilities between Respondents and Managers of Resorts**

<b>Sr. No.</b>	<b>Facility</b>	<b>Resort respondents and managers</b>
1	Accommodation	0.90**
2	Catering	0.80**
3	Communication	1.00**
4	Transport	0.82**
5	Medical	-
6	Shopping	0.96**
7	Recreation	0.50*
8	Essential services	0.98**
9	Miscellaneous services	0.94**

\* Significant at 5 percent level of probability,

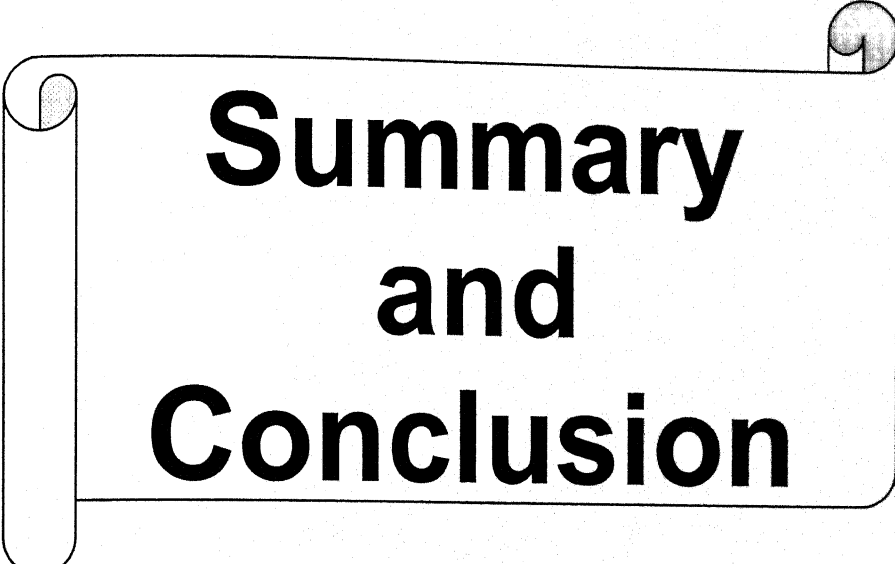
\*\* Significant at 1 percent level of probability

**Table 4.26: Rank correlation coefficients of facilities between Respondents and Managers of hotels**

<b>Sr. No.</b>	<b>Facility</b>	<b>Hotel respondents and managers</b>
1	Accommodation	0.90**
2	Catering	0.96**
3	Communication	0.80**
4	Transport	1.00**
5	Medical	-
6	Shopping	1.00**
7	Recreation	0.75**
8	Essential	1.00**
9	Miscellaneous	1.00**

\*\* Significant at 1 percent level of probability

## Chapter-5



# Summary and Conclusion

## **5. SUMMARY AND CONCLUSIONS**

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Ever increasing competition in the society for one's survival has forced the people to live a busy and hectic life. People are busy in their professional and domestic chores and had a paucity of time for their leisure and recreation. The situation is further exerted by residing in crowded colonies and increasing environment pollution. This has led the people to think for their leisure and recreation to have a relief from the busy daily routine schedule. For this, people search for recreation or religious places. However some also visits the historically famous places to have a look of our glorious ancient past. This means tourism is a way of recreation that may be defined as organized tour. In today's busy and hectic life, every person whether he is flow medium or high standard of living wants a place where he finds himself relaxed. He needs a place that offers him sight seeing, entertainment, quality accommodation and restaurants, nightlife, cultural and sporting events, historic sights, museums and shopping facilities. Tourism may be through as the relationship and phenomena arising out of the journeys and temporary stay of people traveling primary for leisure or recreational purposes. Tourism is taken to include at least one night stay away from the place of permanent residence.

Tourism is an economic and industrial activity in which many individuals, corporations, agencies, organizations and associates are engaged. Tourism is of economic importance as it provides income, employment and provides infrastructural development at regional and national scene. The economy of many countries in the world is dependent on tourism as it is the major foreign exchange earner. Throughout the world countries are expanding their avenues for tourism with their limited cultural,

social, topographical and historical heritage. God has endowed India with diverse culture, religion, topography, traditional and social systems coupled with glorious past. Thus India has tremendous potential to develop its tourism sector to attract large number of tourist inflow.

Like other sectors tourism also follow the same principles of marketing for its expansion, growth and development. The historical approach to tourism marketing was that of endeavoring to convenience potential visitors of the assets and resources of specific destinations. In the recent time there is a shift in emphasis from product (destination) to the potential visitor (tourist-oriented). New concepts such as visitor's motivation and satisfaction began to creep into marketer's thinking. There are several marketing strategies to boost tourism like transport to destinations, accommodation, catering, communication, social security, basic amenities (water, electricity), recreation and publicity. Target market and segmentation, marketers and prospects, product or offering, value and satisfaction, exchange and transactions, marketing channels, supply chain, marketing environment, competition and marketing mix are core concepts of marketing. The marketing concept rests on four pillars i.e. target market, customer needs, integrated marketing and profitability. For marketing the four elements are product, price, distribution and promotion which is used in a specific combination to arrive at the marketing strategy but in case of services there are three additional elements i.e. people, physical evidence and process. The marketing of services can be success only if there is a match between the service product from the consumer's viewpoint and the supplier's view point. The marketing of services requires an extended marketing mix comprising production, pricing, promotion and distribution as well as people, physical evidence and process. The marketer has to lay great stress on the last three elements of the marketing strategy and combine them with the first four to achieve a harmonious blend that fulfills the customers want satisfaction.

Haryana a small state with rich heritage lying at the crossroad of Hindustan and is among the richest parts of India so far as its heritage is concerned. Krukshetra where, on the eve of, Mahabharata war, Srikrishna, enlightened Arjuna through Bhagavad Gita, is situated in Haryana, is enough to make the state an indispensable item for the visitors coming to India. It had remained the home of Bharat Dynasty in olden times and according to a theory India's original name 'Bharat' has been derived from them. It comprises various religious places, picnic spots and place of archeological importance, which every tourist would take pride in visiting these places but even most of the people residing in Haryana are unaware of these places of interest. Some of these places have developed in Haryana but they remained a lot, which have got great potential to be explored. I myself had surveyed some of the places and found them having great potential to be explored. They need to be brought to lime light. Some of these include Agriha, Pakhigarhi. Khas, Morni hills, Arnian Wali and temple of lord Shiva at Rewari.

The main focus of my research work is based on evolving strategies for exploring unbidden places which has so far remained untapped in spite of their vast potential. Results of my study have evolved some ways and means to improve upon the existing facilities and explore the potential remained hidden so far so that the tourism in the state may be brought up to level of world fame. These will all add to the overall development of the Haryana State, bringing prosperity to one and all residing in Haryana. In the nutshell through my studies I would like to see Haryana on world map so that the people of other countries may also take interest in these unbidden places of Haryana. With this background the present study was planned with following specific objectives.

1. To explore unbidden areas and possibilities of catering to business tourism such as meetings and conferences.
2. To evaluate customer preferences regarding infrastructure facilities.
3. To identify the objectives and strategies of Haryana tourism and timeshare companies/private hotels
4. To suggest strategies to attract more people, to increase the average period of stay and to attract more foreign tourists to visit tourist places of the state.

For present study Haryana state was selected as its locale as the state has sites and places of historical and religious importance since from the Ramayana and Mahabharata era. The roads and transport services one of the best in the country. Geographically this state has its boundary with national capital of India, New Delhi, Rajasthan, Punjab, Uttar Pradesh and Himanchal Pradesh. Every village is connected with metallic roads and has basic education and health facilities. It is a small state with rich heritage being close to the national capital. This state has enormous potential for tourism due to its historical background.

For the study seven districts namely Hisar, Faridabad, Panipat, Karnal, Rohtak, Sirsa and Kurukshetra were selected as these districts represent Haryana state for its geographic, historical and cultural perspectives and have 2 or more resorts and hotels.

From these 7 districts 15 each resorts and hotels aggregating 30 were selected. From these resorts and hotels, 50 respondents for each means a total of 100 respondents/visitors were selected. Marketing of Tourism for unbidden places in Haryana was taken as dependent variable, while independent variables include present socio economic (sex, occupation, income, amount spent etc) status and the information regarding



travel (mode of transport, period of stay, number of visits, purpose of stay, etc.). The preliminary data regarding the respondents socio-personal and economic parameters and information regarding the traveling and also infrastructural facilities were collected personally by the investigator by making visits to different resorts (tourist complexes) and hotels with the help of dully pre-tested interview schedule. The investigator personally interviewed the individual visitors (respondents). The authorities (managers) of resort and or hotel were interviewed to collect the information regarding the available infrastructure facilities.

The qualitative data collected in the form of information were quantified, coded and tabulated to draw inferences. Statistical tools applied to analyze the tabulated data were percentage, weighted mean, correlation and Rank correlation coefficient.

## **5.1 MAJOR FINDINGS**

### **SOCIO-ECONOMIC PROFILE**

Majority of the respondents who visited resorts and hotels (62 and 68 %) were male and rest were female.

46 % of resort respondents and 44.0 % of the hotel respondents have service as their occupation followed by business.

Half of the resorts respondents had income less than Rs. 5000/-, while more number of hotel respondents (60.0%) had income more than Rs.10, 000/- and none of the respondents had income below Rs.5000/-

About half (48%) of the respondents visited the resorts from a distance of 250 kilometers while in case of hotels more than half of respondents (56.0%) traveled more than 500 kilometers. Only 12.0 % of the respondents visited the hotels from 1000 or more kilometers. All the respondents of hotels and

resorts performed their visit by road and none of the respondents used air as mode of transport.

Majority of resort respondents (66 %) spent money between Rs. 3000-5000/- against 54.0% of hotel respondents who spent more money (Rs. 5000-7000/-).

Large number of respondents (76 %) made the visit of resorts twice and only 4.0 per cent visited the resorts more than 3 times. On the other hand all the respondents visited hotels only 2 times. Half of the respondents visited the resorts for the holiday purpose, while 34 % of respondents visited the hotels for business purpose. A small number of respondents (7.5 %) visited the tourist places for social function and only 1.0 % each traveled for educational and pilgrimage/ religious purpose. All the respondents of both the categories (resorts and hotels) stayed only for a week while visited these places

## **RESORTS**

### **ACCOMMODATION SERVICES**

Half of the respondents and manager revealed conference/meeting halls as deficit, while 44.0 per cent of the respondents were highly satisfied. Large numbers of visitor respondents (58%) were highly satisfied with AC rooms while relatively more numbers of managers (73.33 %) rated the AC room facilities as excellent. 68.0 % of the respondents were highly satisfied with double room accommodation against more than 90 % of the managers who rated this facility as excellent.

### **CATERING SERVICES**

Higher number (40%) of respondents rated the fast food facilities as deficit while 28 % of respondents were highly satisfied. More number of managers

(53.33%) rated the fast food services as excellent followed 40% as deficit. Nearly half of the respondents (44.0 %) were highly satisfied with cafeteria facility, while 86.67 % of managers rated this facility as excellent. Half of the respondents (50%) were highly satisfied with the bar and vegetarian food services but more number of managers (80.0% and 66.67%) rated bar and vegetarian food catering facilities as excellent. Almost equal numbers of respondents (48 and 46 %) were highly satisfied and satisfied with standard of non-vegetarian food. Relatively larger number of the managers (60.0%) rated the non-vegetarian food facility as excellent. More than half (60 %) of the respondents were highly satisfied with room service against 80.0 % of managers rating this facility as excellent.

Surprisingly 80 per cent of respondents and managers viewed the local food specialty as deficit.

### **COMMUNICATION SERVICES**

Results revealed that 88.0 % of the respondents and 86.67 % of the managers rated the telephone booth services as deficit. Internet café, post office/telegraph office and cellular services were deficit in resorts as revealed by all respondents and managers.

### **TRANSPORT SERVICE**

The package tour facility was revealed deficit both by visitors and managers. Majority of respondents (76%) and managers (73.33%) revealed that rental taxi service was deficit. Bus service, air base and railway service facilities of transport were rated as deficit at resorts both by respondents and managers. However 22.0 and 50.0 % of the respondents rated the local transport facility as highly satisfied and satisfied, respectively. However, 33.33 per cent of the managers rated/revealed this facility as excellent and only 53.33 and 13.33 percent as average and not available, respectively. Majority of respondents (62.0%) and managers (60.0 %) revealed the car parking facility

as highly satisfied and excellent, and none of them ranked as deficit.

### **MEDICAL SERVICES**

About half of the respondents viewed the first aid facility as deficit; however 26.67 and 46.67 % of the managers rated this facility as excellent and not available. Nearby hospital and ambulance facility was rated to be deficit by all respondents and managers.

### **SHOPPING SERVICES**

More number of respondents (74.0%) and managers (73.33 %) revealed the food and merchandise for every day use services as not available. The drug store was not available as revealed by 88.0 of respondents and 86.67 % of the managers while 6.0 per cent respondents each were highly satisfied.

Majority of respondents (68 %) and managers (66.67 %) rated emporium for hand looms and handicraft as deficit while 20 per cent of visitors/respondents and 33.33 per cent of the managers rated this facility as highly satisfied and excellent, respectively. Equal number of respondents and managers (46 %) rated special shopping arcades for local art and craft facility as lacking.

Barber and photograph shops were not available at resorts as revealed by 100 % respondents and managers. Nearly half of respondents (50%) and managers (46.67 %) ranked this facility as deficit.

### **ESSENTIAL SERVICES**

56 % and 44% of respondents were highly satisfied and satisfied each with water and electricity supply service. Conversely 73.33 per cent of the managers rated these two services as excellent. Half of respondents (58.0 %) were highly satisfied at resorts sanitation and drainage and sewerage system, while 73.33 % of managers rated sanitation, drainage and sewerage and garbage disposal system as excellent. and only 6.67 per cent of

managers rated these facilities as not available/lacking.

## **RECREATION SERVICES**

46.0 and 50.0 per cent of the respondents were highly satisfied with children's play park and play services compared to 66.67% of managers who viewed these facilities as excellent. Majority of the respondents (94.0 %) and managers (93.33%) revealed the sports center service lacking. All the respondents revealed that cinema halls facility/service is deficit, while 93.33 per cent of the managers rated this facility as not available. Clubs, golf clubs and health clubs were revealed deficit by 88.0, 100.0 and 94.0 per cent of the respondents, respectively. On the other hand 73.33, 93.33 and 80.0 per cent of the managers revealed clubs, golf clubs and health clubs services as not available. All the respondents and 93.33 % of the managers revealed rock climbing and exhibition/mela/fair facility as deficit, while 74.0 % of respondents and 60 % of managers revealed the boating facility as not available.

## **MISCELLANEOUS SERVICES**

Maximum number of respondents (94.0) and managers (93.33%) revealed that service station/repair shop facility is not available. More than half of respondents (72.0 and 68 %) and 60 % of managers rated petrol pump and tourist information bureau facility as deficit. 40.0 and 26.67 % of the managers rated their petrol pump and tourist information bureau facility as excellent. All respondents (100.0%) and 93.33 % of managers rated tourist agency, bank facility and sight seen tours services as deficit.

As a whole accommodation services was viewed as highly satisfied by more than half of the respondents (54.4%), however more number of managers (67.85 %) rated this facility as excellent. The accommodation facility was viewed as deficit by almost equal number of respondents and managers (28.4 Vs 26.66%). Data on catering services divulge that 42.57 and 49.11 %

of the respondents rated this facility as highly satisfied and satisfied, respectively. On the other hand higher number of managers (62.85%) rated this facility as excellent. The communication facilities were very poor/ below the satisfaction of respondents as only 1.50 and 0.5% of the respondents were highly satisfied and satisfied, respectively. About 97% of the respondents as well as managers rated this facility as not available at resorts. Nearly 70% of the managers revealed transport facility as not available while 82% of both respondents and managers rated the medical facility as deficit. Higher number of respondents (78.66%) rated the recreation facility as deficit against 70.55 % of managers. Shopping facility was rated as highly satisfied and deficit by 14.5 and 75.10 % of respondents, respectively, while on the other hand 22.80 and 74.28 % of the managers rated this facility as excellent and not available. Miscellaneous services were also deficit/not available as revealed by 89.0 % of respondents and 82.22% of managers, respectively.

## **HOTELS**

### **ACCOMMODATION SERVICE**

Majority of the respondents (82.0%) and managers (86.67%) revealed the conference/meeting halls facility as deficit. Facility of AC rooms and Non-AC rooms was rated satisfied by 74.0 and 76.0 per cent of the respondents, respectively. On the other hand 60.0 and 53.33 percent of the managers rated AC rooms and Non-AC room's facility as average. With double room facility 46.0 and 54.0 per cent of respondents were satisfied and less satisfied, respectively. Eighteen percent of the respondents revealed the single room facility as deficit. Double room and single room facility was rated poor by 100.0 and 93.33 per cent of managers, respectively.

## **CATERING SERVICES**

All the respondents (100.0%) and managers (100.0%) revealed that catering services like fast food center, cafeterias and bar are not available at hotels. With the service of vegetarian food 6, 74 and 20 per cent of the respondents were highly satisfied, satisfied and less satisfied, while 40 and 60 % of the managers' viewed this service as average and poor, respectively. Non-vegetarian food facility was revealed satisfied and less satisfied by 72 and 28 % of the respondents, while 46.67 and 53.33 per cent of the managers rated this catering service as average and poor, respectively. Local food facility in the surveyed hotels was deficit/not available as revealed by the respondents and managers. Room service facility was revealed by 24, 52 and 24 % of the respondents as highly satisfied, satisfied and less satisfied, respectively. However, 13.33, 46.67 and 40 % of the managers rated room service as excellent, average and poor, respectively.

## **COMMUNICATION SERVICES**

Communication services under study were deficit as revealed by respondents and managers.

## **TRANSPORT SERVICES**

The package tour, bus service, rail service, rental taxies services were deficit as revealed both by all the respondents and managers. Regarding the local transport 52.0 and 48.0 per cent of the respondents revealed this facility as satisfied and less satisfied, respectively. Managers on the other hand rated local transport facility as average (6.7%) and poor (93.33 %), respectively. Air base facility was deficit as it was evident from the data collected from respondents and managers. 64.0 % of respondents were satisfied with the car parking area facility while 86.67 per cent of the managers rated this facility as average.

## **MEDICAL SERVICES**

The results revealed that none of the medical service (first aid, nearby hospital and ambulance facility) was available as narrated both by all the respondents and managers of the hotels.

## **SHOPPING SERVICES**

Shopping services like food merchandise for every day use, emporium for handlooms and handicrafts, special shopping arcades for local art and craft, photograph shops and barber shops are deficit as revealed by 100.0 % of the respondents and managers. 60.0 and 66.67 % of respondents and managers rated drug store facility as deficit. With the availability of laundries service 40.0 % of the respondents were highly satisfied, while 36.9 and 24.0 % of the respondents were satisfied and poorly satisfied, while 46.67 and 53.33 % of the managers rated the laundries facility as average and poor, respectively.

## **ESSENTIAL SERVICES**

The data indicate that 82 % of the respondents were satisfied with water supply, 86.67 % of managers rated water supply facility as poor.

Regarding the electricity supply at hotels 88 % of the respondents/visitors were satisfied and 12 % of them were less satisfied. Like water supply similar number of managers (86.67 and 13.33 %) rated electricity supply as poor and average, respectively. With the sanitation service 54 % of the respondents less satisfied but majority of the managers (93.33%) rated the sanitation service as average. Drainage and sewerages system was rated less satisfied by 78 % of the respondents, while 86.67 and 13.33 per cent of the managers rated this facility as of poor and average standard. All the respondents (100%) were satisfied with the garbage disposal system and 100% of managers ranked this facility as of poor standard.



## **RECREATION SERVICE**

Majority of the respondents (64 %) were satisfied with the children' park facility, while 40 and 60 % of the managers rated children's play park facility as average and poor, respectively. Parks facility is not available at hotels as evident from the views of both respondents and managers. Sports center, cinema halls, clubs, golf club, health club, rock climbing and boating facilities were not available at the surveyed hotels as revealed as narrated by 100 % of the respondents and managers.

## **MISCELLANEOUS SERVICES**

Miscellaneous services like service station/repair shop, petrol pump, tourist information bureau, tourist agencies, bank /ATM facilities and sight seeing tours are not available at hotels as revealed by all the respondents and managers.

As a whole none of the respondents rated the accommodation facility as excellent. This facility was rated as satisfactory and deficit by 43.2 and 20.0 % of respondents. On the other hand 22.66 and 18.66% of the managers reveal this facility as average and not available. Catering and communication facilities were rated as deficit at hotels by 57.14 and 100 % respondents, respectively. There was difference in the opinion of respondents and managers on the transport facility as only 71.42 % of respondents against 100% of the managers rated this facility as deficit. Shopping, essential and recreation facilities were rated as deficit by 80.0, 0.0 and 91.66 % of respondents and managers each at the hotels under study.

These results on different services/facilities available at hotels indicate that none of the services except catering (4.28 and 1.90%) was rated as highly satisfied or excellent by respondents and managers. Some of the facilities like communication, medical and miscellaneous services were completely lacking/deficit at hotels.

## **CORRELATION BETWEEN SOCIAL ECONOMIC PROFILE AND SATISFACTION LEVEL FOR FACILITIES AVAILABLE AT RESORT AND HOTEL**

Occupation and number of visits tended to have positive correlation with the facilities. Occupation of respondents has positive correlation  $r$  with transport (0.5439) and miscellaneous facilities (0.5109). There was invariably positive and negative association between the respondent's social-economic variables and hotel facilities. Occupation was positively associated with all the facilities except catering service. Amount of money spent by respondents was negatively correlated with most of the facilities except catering and essential services.

### **RANK CORRELATION**

A significant ( $P < 0.01$ ) rank correlation coefficient was observed (more than  $r = 0.80$ ) on respondents and managers views and different facilities available at resorts. However rank correlation coefficient value was poor both for resorts ( $r = 0.50$ ) and hotels ( $r = 0.75$ ) on recreation facility. On the other hand for hotels there was very strong rank correlation ( $r = 1.00$ ) between respondents and manager's views for transport, shopping, essential and miscellaneous services. No rank correlation was observed for medical service in both resort and hotels managers and respondents.

## **5.2 STRATEGIES/RECOMMENDATIONS**

Following are the strategies/recommendations emerged from the findings of the present study.

### **5.2.1 RESORTS/TOURIST COMPLEXES**

1. Conference/meeting hall facilities be developed and strengthen, while there is need to increase the single room facility.
2. In catering services local food specialty be the part to attract the out side visitors/tourists as local food specialty is missing.
3. Communication services need to be developed and strengthen at resorts as 85 % of the respondents and managers revealed this service not available.
4. There is strong nee to initiate package tour facility at hotels while the transport services be improved.
5. Medical services (first aid, ambulance etc) should be developed and strengthen.
6. Shopping services viz. food, merchandize, handloom and craft emporium, local art and craft shop and barber shop should be strengthen as most of these are poor or lacking at resorts of Haryana tourism.
7. Recreation facilities like sports center, cinema halls, clubs (golf and health), exhibition/local fair/mela, boating etc be established as these services are mostly lacking.
8. Services like service station, petrol pump, tourist information bureau, bank and sight seeing tour be developed and strengthen to attract out side tourist as these facilities are lacking at almost all the resorts.

### **5.2.2 HOTELS**

1. Conference/meeting halls facilities need strengthen at all hotels to generate more income for tourist department.
2. Catering services like fast food corner, cafeteria and bar should be developed at hotels as these services are not available.
3. Local food specialty should make the part of meals served at hotels.
4. Like resorts there is strong need to develop the communication and medical services at hotels.
5. Package tour and rental taxi services should be made available at hotels of Haryana tourism.
6. Air base facility should be developed at places of tourism importance for the ease of well off and foreign tourists.
7. Shopping services like. food, merchandize, handloom and craft emporium, local art and craft shop and barber shop should be strengthen as most of these are poor or lacking at hotels.
8. Recreation facilities like sports center, cinema halls, clubs (golf and health), exhibition/local fair/mela etc should be developed and strengthen at hotels.
9. Service station, petrol pump, tourist information bureau, bank and sight seeing tour services should be provided by the hotels of Haryana tourism to promote the state tourism.

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		Rs 5000-7000/-
		Above Rs 7000/-
9	Number of times visited	
		2 times
		3 times
		Many times/many more
10	Purpose of visit	
		Business
		Official tour (Attending conference, educational visit)
		Personnel affairs (visiting relatives, health care, holiday)
		Others
11	Period of stay	
		A week
		A month
		More

## Interview schedule on Infrastructure facilities in Resorts/Hotels

Type of Facilities	Standard of Services			
	Excellent	Average	Poor	Not Available/Deficit
<b>A. Accommodation</b>				
3. Conference/Meeting Hall				
2. AC Rooms				
3. Non AC Rooms				
4. Double Room				
5. Single Room				
<b>B. Catering</b>				
1. Fast food center				
2. Cafeterias				
3. Bar				
4. Vegetarian food				
6. Room service				
7. Local food specialty				
<b>C. Communication</b>				
1. Telephone booth				
2. Internet café				
3. Post office/ Telegraph office				
4. Cellular services				
<b>D. Transport</b>				
1. Package tour				
2. Rental Taxis				



3. Bus service				
4. Railway service				
5. Local transport				
6. Air base				
7. Car parking area				
<b>E. Medical</b>				
1. First aid facility				
2. Nearby hospital				
3. Ambulance facility				
<b>F. Shopping</b>				
1. Food & merchandise for every day use				
2. Drug store				
3. Handloom and Handicrafts emporium				
4. Special arcades for local art and craft				
5. Photograph shop				
6. Laundries				
7. Barber shop				
<b>G. Essential services</b>				
1. Water supply				

2. Electricity supply				
3. Sanitation				
4. Drainage and sewerage				
5. Garbage disposal				
<b>H. Recreation</b>				
1.Children's play area				
2. Parks				
3. Sports center				
4. Cinema halls				
5. Clubs				
6. golf club				
7. health club				
8. rock climbing				
9. boating				
10.Exhibitions/Mela/Fair				
11. Swimming pool				
12.Indoor/Outdoor games				

<b>I. Miscellaneous</b>				
1. Service station/Repair shop				
2. Petrol pump				
3. Tourist information bureau				
4. tourist agencies				
5. bank facilities/ATM				
6. Sight Scene tours				

## Questionnaire on type of facilities and tourists satisfaction level

Type of Facilities	Level of satisfaction			
	Highly satisfied	Satisfied	Less satisfied	Deficit
<b>A. Accommodation</b>				
1. Conference/Meeting Hall				
2. AC Rooms				
3. Non AC Rooms				
4. Double Room				
5. Single Room				
<b>B. Catering</b>				
1. Fast food center				
2. Cafeterias				
3. Bar				
4. Vegetarian food				
6. Room service				
7. Local food specialty				
<b>C. Communication</b>				
1. Telephone booth				
2. Internet café				

3. Post office/ Telegraph office				
4. Cellular services				
<b>D. Transport</b>				
1. Package tour				
2. Rental Taxis				
3. Bus service				
4. Railway service				
5. Local transport				
6. Air base				
7. Car parking area				
<b>E. Medical</b>				
1. First aid facility				
2. Nearby hospital				
3. Ambulance facility				
<b>F. Shopping</b>				
1. Food & merchandise for every day use				
2. Drug store				
3. Handloom and Handicrafts emporium				
4. Special arcades for local art and craft				

5. Photograph shop				
6. Laundries				
7. Barber shop				
<b>G. Essential services</b>				
1. Water supply				
2. Electricity supply				
3. Sanitation				
4. Drainage and sewerage				
5. Garbage disposal				
<b>H. Recreation</b>				
1. Children's play area				
2. Parks				
3. Sports center				
4. Cinema halls				
5. Clubs				
6. golf club				
7. health club				
8. rock climbing				
9. boating				
10. Exhibitions/Mela/Fair				
11. Swimming pool				

12. Indoor/Outdoor games				
<b>I. Miscellaneous</b>				
1. Service station/Repair shop				
2. Petrol pump				
3. Tourist information bureau				
4. tourist agencies				
5. bank facilities/ATM				
6. Sight Scene tours				